JUNE 29, 1959

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Corinthian study: news telecasts have unexpected punch — Page 64

KiCN

FORMERLY KMYR

RADIO 71

comes to DENVER

...and everybody knows what KiCN can lead to*

Check Adam Young for the full story

* Check the July HOOPER

* ...e success of your campaign

the Star stations

DYNAMIC RADIO IN DYNAMIC MARKETS

DON W. BURDEN — *President*

KiSN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

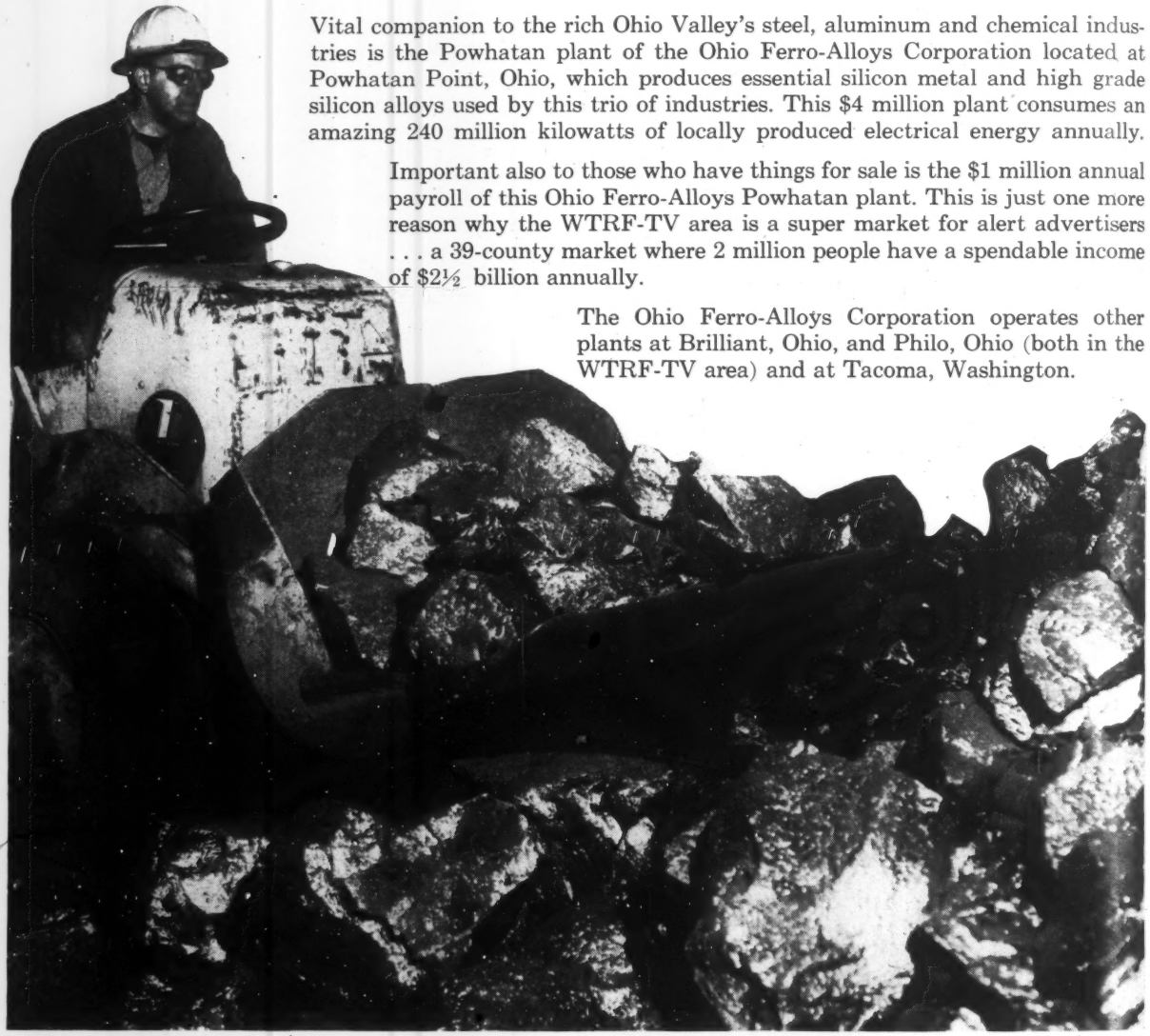
KiCN - Denver
ADAM YOUNG

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 12 IN A SERIES: ALLOYS



Vital companion to the rich Ohio Valley's steel, aluminum and chemical industries is the Powhatan plant of the Ohio Ferro-Alloys Corporation located at Powhatan Point, Ohio, which produces essential silicon metal and high grade silicon alloys used by this trio of industries. This $4 million plant consumes an amazing 240 million kilowatts of locally produced electrical energy annually.

Important also to those who have things for sale is the $1 million annual payroll of this Ohio Ferro-Alloys Powhatan plant. This is just one more reason why the WTRF-TV area is a super market for alert advertisers . . . a 39-county market where 2 million people have a spendable income of $2½ billion annually.

The Ohio Ferro-Alloys Corporation operates other plants at Brilliant, Ohio, and Philo, Ohio (both in the WTRF-TV area) and at Tacoma, Washington.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

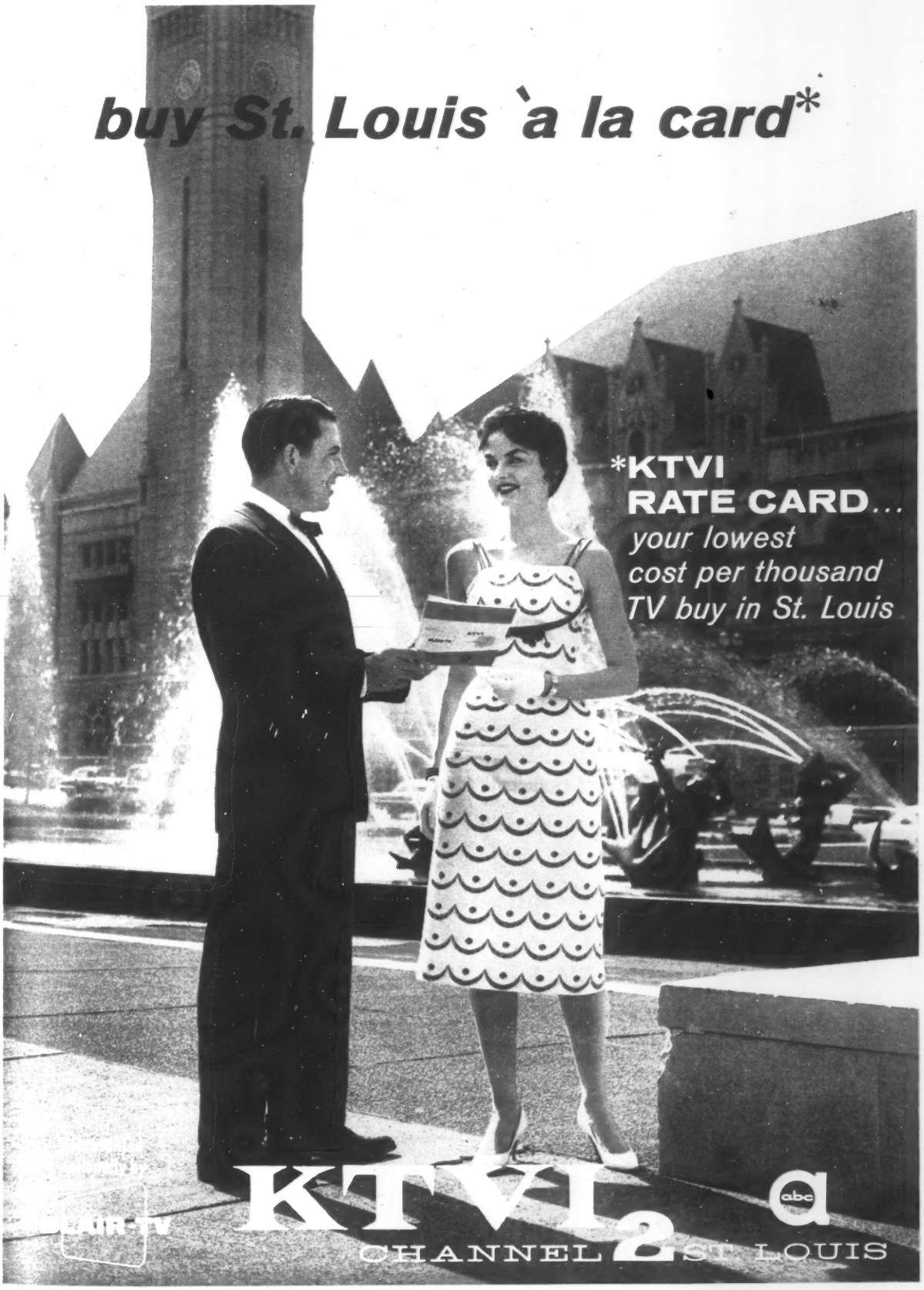
316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf tv

CHANNEL 7

buy St. Louis `a la card*



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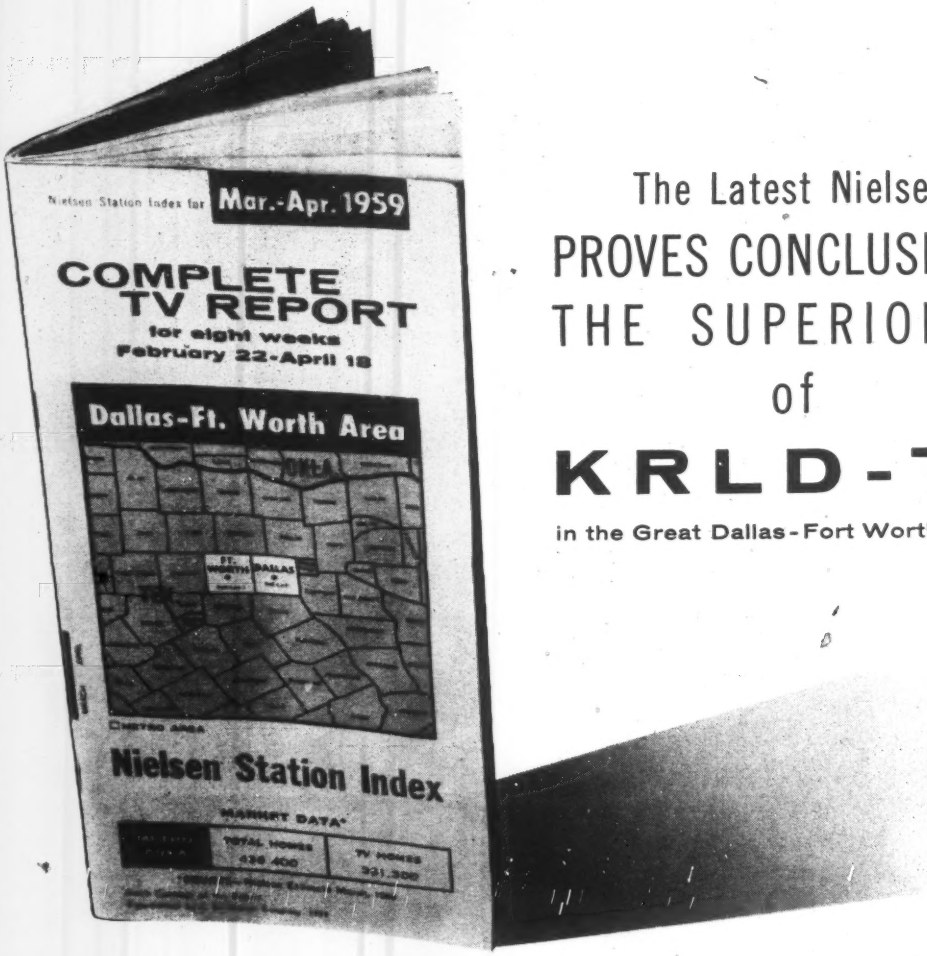

The Latest Nielsen

PROVES CONCLUSIVELY THE SUPERIORITY of KRLD-TV

in the Great Dallas-Fort Worth Market

COMPARATIVE CIRCULATION; STATION TOTALS

Monday through Friday . . . 6 a.m. to 6 p.m.
Sunday through Saturday . . . 6 p.m. to Midnight

KRLD-TV has **136.0%** more than Station D
KRLD-TV has **41.2%** more than Station C
KRLD-TV has **23.8%** more than Station B

If you buy any other station in the Dallas-Fort Worth Market,
WE BOTH LOSE MONEY

KRLD-TV

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Represented Nationally by The Branham Company

CLOSED CIRCUIT®

Study in red • Although Mutual network, now in process of being sold again (see page 76), is still in red, figures aren't as scarlet as they were. Since taking over in March, Malcolm Smith group claims to have reduced monthly operating deficits from $110,000 to $50,000. They've been trying to reduce network's back debts by getting creditors to settle for less than full dollar value.

Buckley building • Deal now pends for purchase of third radio station in New England area by Richard D. Buckley Assoc. in which Mr. Buckley and John B. Jaeger, both former WNEW New York executives, are principals. They already operate WHIM Providence, bought second outlet, WDRC Hartford, June 19 for $815,000 (see story page 74). Plans are to operate headquarters office in New York.

Drop-ins • There'll be special meeting of FCC within week to consider vhf drop-in policy in markets having less than three vhfs, with report due from engineers on "costs" involving 21 major markets (BROADCASTING, June 8). FCC hopes to have proceedings in mill prior to its month long August recess. "Cost" factor is applied in broad sense, entailing shifts of existing stations, checker-boarding of assignments, and plus-minus factors in tv homes served.

Another allocations problem which FCC hopes to dispose of in advance of recess involves daytimers and their pleas for fixed hours (6 a.m. to 6 p.m.) in lieu of sunrise to sunset. FCC instructed staff at last week's meeting to prepare data on daytime skywave interference throughout standard broadcast band, which has bearing on daytimer operations. Whole matter comes to head before Special Senate Foreign Relations Subcommittee hearing to consider NARBA and Mexican allocations treaties, set for July 9.

Special progress • Now that deluge of advance orders for network nighttime periods in fall is about over for regular series, how about specials? Though not sold out, NBC-TV's Friday slot reserved for specials at 8:30-9:30 p.m. —already is near that point as 31 of 39 are said to be committed and five of remaining eight "reserved" for Chrysler. Sunday night specials *(Sunday Showcase* at 8-9 p.m.) reportedly are 67% sold (26 shows out of 39) despite fact peddling for this period got off to late start.

Catv tactics • Community television operators do not expect to block legitimization of vhf boosters, but they hope to encourage standards so stringent that boosters will cease to be threat to catv's growth. Cable operators feel they might not be able to lick booster adherents in Senate, but they exude confidence on outcome in House.

Examiners' status • Suggestion by FCC Chief Hearing Examiner James Cunningham, before House Legislative Oversight Subcommittee seminar that hearing examiners be called "hearing commissioners" and that their rulings be final and beyond review unless findings of facts are not supported by evidence, won no favor with Commission itself. Statement, approved by all commissioners disputing chief examiner's views, was authorized last Wednesday.

FCC members, to last man, felt Examiner Cunningham's proposals would, in effect, relegate commissioners to position of review court. Actually, they thought his proposal would mean that examiners would become policy makers and supersede FCC. FCC statement presumably will be incorporated in House Legislative Oversight Committee record.

New face • RCA and subsidiary functions in Washington, now scattered, may be centralized at single downtown location within next few months. Pinckney B. Reed, vice president in charge of all Washington activities, is seeking new location. His headquarters now are in Commonwealth Building, 1625 K Street, but it's inadequate and no additional space can be procured there.

Mr. and Mrs. Reed were introduced to Washington communications officialdom last Thursday at reception at which RCA President John L. Burns, Chairman of Board Executive Committee Frank M. Folsom, Senior Executive Vice President Elmer W. Engstrom and Executive Vice President T. A. Smith were hosts.

Effect of Sec. 315 • Because of FCC's re-examination of applicability of Sec. 315 to news programs, Campbell Arnoux, president of WTAR-AM-TV Norfolk, has ordered his stations to desist from covering activities of current political candidates for election to state legislature and other offices. Hot campaign issues could precipitate unconscionable demands for time and wreck normal news reporting, he said.

Travelers • Leonard H. Goldenson, president of AB-PT, and Ollie Treyz, president of ABC-TV, plan to spend August in Pacific in interest of network syndication, Am-Par records and other AB-PT properties. Organization owns minority interest in Australian broadcast enterprise (News Limited) and will explore prospects of extending basic overseas operations.

Long run • International shortwave allocations will be one of key problems at upcoming International Telecommunications Conference in Geneva to begin August 17 and run perhaps to Christmas. While American delegation hasn't yet been named, it's unofficial secret that Comr. T.A.M. Craven will head group of about 40 government delegates, plus 30-40 industry representatives who will serve as advisers.

Trenton switch • It's understood that by mutual agreement, NBC Radio and WTTM Trenton, N.J., are ending their affiliation, effective in August. Reports are that WTTM may become MBS affiliate.

Favorable climate • There's growing sentiment on Capitol Hill in favor of making significant repairs in Sec. 315, political broadcasting law, at this session. At very least news and public affairs shows will probably be exempted from equal-time provisions of law, it's believed, and with more hard work by broadcasters, even more extensive corrections are thought possible.

Farewell notes • Whatever *Voice of Firestone's* ratings on air, as 1959-60 casualty it's getting public attention. Dropping of 30-year-old show from ABC-TV's fall schedule (BROADCASTING, April 20) reportedly has drawn some 3,000 complaining letters to network, no small protest for a program casualty. Unlike "Dear Sir, you cur" letters that networks are accustomed to get on many occasions, most of those from *Firestone's* friends are said to be literate and rational—but still unhappy.

Tax bite • Ohio telecasters, through their state association, are vigorously opposing bill which would impose 3% tax on purchase or rental of motion picture film. Measure, endorsed by Ohio's Governor Mike Di Salle, would impose similar tax on motion picture theatres. While newspapers would pay tax on presses and other equipment, newsprint would be exempt.

PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

Another key advertiser who's up-to-date on Atlanta —and buying WAGA-TV of course—is the aggressive WINN-DIXIE food chain, now sponsoring the popular FLIGHT program every Tuesday at 8 PM.

WINN-DIXIE is one of a swelling roster of informed advertisers who've found from actual results that *live Channel 5* is *the* buy in Atlanta. It'll pay *you* to ask your KATZ man about the Early Show — Theatre 5 — and other powerful programming that delivers a big family audience at remarkably low cost on WAGA-TV.

"Famous on the local scene"

VIDEOTAPE

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV	WSPD-TV	WJW-TV	WJBK-TV	WITI-TV
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

WEEK IN BRIEF

MR DELLINGER

Not limited to consumers • Radio-tv may break into new field by inducing makers of non-consumer goods to use these mass media, according to Bob Dellinger, of Grant Adv., Hollywood. Two companies, Marquardt Corp. and Ciba, are now spreading their messages by broadcasting. Ciba believed to have set precedent in promoting prescription products on television. Mr. Dellinger tells about it in MONDAY MEMO. Page **19.**

New push for color tv • Triangle Stations assemble some of nation's top broadcasters for closed-door session in New York to catch up on state of color tv art, hear let's-talk-money analyses of how new dimension can boost profits. Page **27.**

Billing brawn in network television • In April it's the Ford car topping the brands and Procter & Gamble contributes $4.6 million in gross. Trend item for four-month period: 25% increase in daytime billings. Page **32.**

Getting ahead of the numbers • Atlanta agency develops streamlined way to adapt NCS No. 3 coverage data for its daily tv use. Page **35.**

Ready to fight • Booster adherents, community tv proponents and broadcasters prepare for Washington hearing before Senate Commerce Committee. Booster operators fearful of their future. Catv operators to attack boosters and at same time defend themselves against attacks by broadcasters. Broadcasters like boosters, plump for catv regulation. Page **40.**

House takes up Sec. 315 • Senate equal-time hearings end but House takes up question in sessions beginning today. Sen. Pastore promises early action by his subcommittee on some form of relief for broadcasters, indicating he favors reporting only one section of Hartke bill. Page **46.**

Vhf and fm want to stay put • FCC told by industry witnesses their spectrum space should not be disturbed. Commission continues depth study of non-government services in 25-890 mc band. Page **58.**

Voiced news merger • Two services, Radio Press Inc. and International Transmissions Inc., blend facilities and personnel. George Hamilton Combs will be chairman, Sumner J. Glimcher president. Page **62.**

Tv's most underrated service • News telecasts have "much stronger" impact on public than generally believed, according to Dr. Phillips Eisenberg, analyzing results of survey conducted for Corinthian Broadcasting Corp. Page **64.**

Without their papers • Kansas City and St. Louis retailers find promotional outlets in broadcast stations as newspapers are shut down. Sales of stores holding up fairly well. Page **72.**

Tv stations' "imagery" • CBS Television Stations Division unveils new media study tracking the image and influences on viewer confidence in advertising. Surveyed are New York and Los Angeles. Page **75.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

AN APPLE FOR THE TEACHER...

Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach — and sell — these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

RADIO AM | FM

NBC 5000 WATTS AM

SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY	KCMO	KCMO-TV	THE KATZ AGENCY
SYRACUSE	WHEN	WHEN-TV	THE KATZ AGENCY
PHOENIX	KPHO	KPHO-TV	THE KATZ AGENCY
OMAHA	WOW	WOW-TV	JOHN BLAIR & CO.—BLAIR TV
TULSA	KRMG		JOHN BLAIR & CO.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 27

FCC SETS AGENCY WITNESSES

Top-drawer advertising agency executives were ordered to appear at FCC's inquiry into tv network programming practices for July 7 in U. S. Courthouse, Foley Square, New York (BROADCASTING, June 22). Order issued Friday by Chief Hearing Examiner James D. Cunningham who also is presiding at inquiry—which involves charges of tie-in practices by networks.

Hearings on programming study began last month with network legal aides testifying on documents and reports submitted to network study staff. New York hearings will cover function of advertising agencies in relation to production and selection of programs and schedules. Agencies and their representatives ordered to appear follow:

McCann-Erickson (C. Terence Clyne), BBDO (Robert L. Foreman and James Schule), J. Walter Thompson Co. (Dan Seymour and John F. Devine), Young & Rubicam (Peter G. Levathes and David Miller), Ted Bates & Co. (Richard A. R. Pinkham and Harold J. Saz), SSCB (Philip H. Cohen), B&B (Thomas J. McDermott —who joined Four Star Films last week, see page 10), Compton Advertising (Lewis H. Titterton), Cunningham & Walsh (John B. Cunningham) and Lennen & Mitchell (Nicholas E. Keesely).

Some of these witnesses will be appearing under subpoena.

Sec. 315 measure offered by Harris

Rep. Oren Harris (D-Ark.), chairman of House Communications Subcommittee which begins hearings today (Monday) on revisions of Sec. 315 of Communications Act, Friday (June 26) introduced his own equal time amendment (HR 7985). It exempts newscasts, commentary, panel shows, political conventions and similar shows from Sec. 315—but does not include an exemption for debates.

New measure is similar to bill sponsored by Rep. Harris in 1956, which was subject of lengthy hearings. It also is very similar to three other bills to be considered in this week's hearings and to S 1585, introduced by Sen. Strom Thurmond (D-S.C.).

Also last Friday, Rep. Harris announced witness list for three days of hearings scheduled this week (see earlier story page 46. Rep. Glenn Cunningham (R-Neb.), sponsor of one bill (HR 5389) under consideration, which would amend equal time law, will be first witness at 10 a.m. today in Rm. 1334 of New House Office Bldg. He will be followed by other members of Congress, FCC Chairman John C. Doerfer, Comr. Frederick W. Ford and NBC Board Chairman Robert Sarnoff.

Witnesses tomorrow (Tuesday) will include Rep. Joseph W. Barr (D-Ind.), sponsor of HR 7122, Asst. Attorney General Robert Bicks from Justice Dept., CBS President Frank Stanton, NAB President Harold Fellows, Francis Littlejohn, ABC director of news and unnamed spokesman for United Independent Socialist Committee.

Wednesday witnesses will be Paul Butler, chairman of Democratic National Committee; Westinghouse Broadcasting Co. President Donald McGannon; Lar Daly; Edward Gans of Berkeley, Calif., and Joseph Schafer, unsuccessful candidate for Republican nomination for Philadelphia mayor. Committee has invited several other prospective witnesses but confirmation of their appearance had not been received late Friday.

Major agencies in N.Y. merge

Merger announced today (June 29) of Fletcher Richards, Calkins & Holden, N.Y., with Bryan Houston, that city, creates agency with some $35-40 million in annual billing. Former name will be retained. Bryan Houston, board chairman of his agency, becomes vice chairman of board in new organization.

Bryan Houston Inc. ranked 31st among top 50 radio-tv agencies last year, has lost near $5 million spot tv advertiser, Dristan, Whitehall's second ranking product in volume.

Top officers continue: Bradley Walker, board chairman; Mr. Richards, president and chief executive officer; Paul Smith, vice chairman; J. Sherwood Smith, chairman of executive committee, while Joseph Scheidler, executive vice president of Bryan Houston, becomes executive in package goods marketing and merchandising. Headquarters stay at Richards' N.Y. office, 10 Rockefeller Plaza. Other offices are in Chicago, Los Angeles, San Francisco, Seattle, Toronto and Montreal. Larger radio-tv accounts include Chemway, Eastern Air Lines, J.A. Folger, Gulf Oil, Heublein Inc. Food Div., Litton Industries (electronics), McFadden Publications, Simplicity Pattern Co., J.P. Stevens and U.S. Rubber Co. among others.

Guild honors CBS-TV

CBS-TV's *Playhouse 90* series (Thurs., 9:30-11 p.m.) was honored with Page One Award for radio and television last Friday (June 26) for "consistent, original, often experimental and always provocative drama." Award was presented by Newspaper Guild of New York.

Roger Clipp, Triangle Publications' radio-tv vice president, and John L. Murphy, Crosley Broadcasting Co. vice president, gave run down on their individual markets. Mr. Murphy said WLWT (TV) Cincinnati currently programs average 17 hours of color each week and "if other markets in U.S. would program on the same basis, color tv would make last gains." Said Mr. Clipp, for color to be salable medium in Philadelphia operating sets would have to go up from some 40,000 now in use to at least 100,000.

Tall Corn opposes Sec. 315 ruling

Resolution asking Congress to hold FCC "in error" in its interpretation of equal-time provisions of law governing political broadcasting adopted by Iowa Tall Corn Network during annual meeting at Lake Okoboji, June 22-25, but without taking sides on full repeal or specific issue of newscasts. Group also asked BMI to reinstitute series of radio programming clinics.

Robert W. Erickson, KOKX Keokuk, elected president of network succeeding Glen Stanley, KBOE Oskaloosa. Other officers elected were Leo R. Mayr, KCIM Carroll, and Ed Breen, KQTV (TV) and KVFD Fort Dodge, both vice presidents, and E. M. Horning, KSIB Creston, secretary.

Tall Corn members set up structure for series of quarterly meetings with agency participation in key cities, probably starting in September. Members

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

discussed one rate card concept, which it adopted some months ago, and agreed unofficially to go along with it for at least another year. It also was felt 15% should be retained, with advertiser (rather than station) paying agency.

Among key speakers were Edward Fitzgerald, chief timebuyer, J. Walter Thompson Co., Chicago, and L. M. Booton, managing partner, Bruce B. Brewer & Co., Minneapolis. Mr. Fitzgerald urged stations to redouble efforts to provide sufficient station data (program logs, ratings, etc.) to enable agencies to make "intelligent" buys. Same subject was explored by Mr. Booton from vantagepoint of farm broadcasting.

Justice revision

Rep. James Roosevelt (D-Calif.) announced in House Friday (June 26) that Justice Dept. had filed proposed amended ASCAP consent decree with Judge Sylvester Ryan of New York District Court seven days earlier. Judge has not accepted agreement, Rep. Roosevelt said, but is holding it in abeyance at request of Justice to allow small publishers and songwriters to make known their views. Terms of consent decree have not been made public. New agreement is result of disclosures of ASCAP policies made in hearing over year ago by House Small Business Subcommittee headed by Rep. Roosevelt, Congressman said.

WXIX (TV) to return

WXIX (TV) Milwaukee, which went off air April 1 after CBS relinquished channel and which later was purchased by attorney Gene Posner, now president and general manager of WXIX Inc., will resume broadcasting at 4 p.m. July 20, according to Lawrence Turet, director of operations. Uhf station on ch. 18 will be on air daily from 4 p.m. to midnight.

CBS signs two

CBS Radio announced Friday (June 26) signing of WGPA Bethlehem, Pa., and KFIR North Bend, Ore., as affiliates, both effective July 5.

RCA color move

RCA acted swiftly Friday (June 26) to support independent move underway to promote color tv at local station level. Charles R. Denny, RCA product planning vice president, after closed meeting at New York's Waldorf-Astoria, attended also by NBC-TV and about 20 executives from top color-casting stations (see story, page 27), announced that starting July 1, RCA will send color tv representatives to stations for talks on individual plans because programming varies from one station to another.

CBS-TV news boost

CBS-TV is giving news programming new status. Appointment announced today (June 29) of Irvin Gitlin, director of public affairs, CBS News, to newly-created post of program executive for creative projects at CBS News. Mr. Gitlin takes over in new position Aug. 1 and will be responsible for creation and development of new and "sponsorable" series for CBS News, while continuing executive program supervision.

WEEK'S HEADLINERS

MR. DEGRAY

EDWARD J. DEGRAY, vp in charge of ABC Radio since March 1958, elected network president. He joined ABC Radio in 1955, in 1957 was advanced to vp in charge of station relations. Mr. DeGray began his broadcasting career with accounting department of CBS in 1937. He was appointed office manager of WBT Charlotte, N.C., in 1940, and had advanced to assistant general manager by 1948 when he returned to CBS, N.Y., as executive assistant in charge of station administration, spot sales, co-op program sales and Housewives Protective League programs. He remained with CBS in various sales and station relations posts until early 1955 when he became director of station relations for Vitapix Guild Films, N.Y., organization established to sell tv films on national basis.

MR. MCDERMOTT

THOMAS J. MCDERMOTT, senior vp in charge of tv-radio, Benton & Bowles, joins Four Star Films, independent tv film production company, Hollywood, as executive vp and board member (CLOSED CIRCUIT, June 22). At Four Star Films (principals are actors Dick Powell, David Niven and Charles Boyer) Mr. McDermott will supervise production on seven series slated for network showing in fall and create new programming for future seasons. Four Star's upcoming network shows are *Zane Gray Theatre, Detectives, June Allyson Show, Wanted Dead or Alive, Riflman, Black Saddle* and *Johnny Ringo*. Mr. McDermott entered programming as radio director in 1939, in 1942 began his career at Benton & Bowles. He became vp in charge of radio tv in 1953, senior vp earlier this year and member of B&B's board last year.

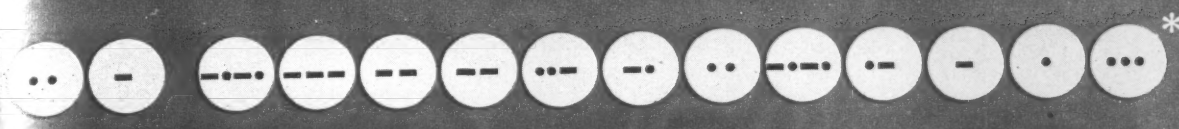
MR. OMMERLE

MR. COHEN

HARRY G. OMMERLE, formerly vp in charge of network programs, CBS-TV, N.Y., named senior vp and board member of Sullivan, Stauffer, Colwell & Bayles, that city, where he will be responsible for clients' tv relations. PHILLIP H. COHEN, vp and radio-tv director, has also been elected to board of directors of SSC&B.

In 1935 Mr. Ommerle left N.W. Ayer & Son, Phila., where he was vp in charge of radio, to become producer with CBS. He subsequently held positions with William Morris agency, N.Y., and Ruthrauff & Ryan, that city. in 1948 operated his own talent agency and package-producing office. He rejoined CBS as program director in 1950 and was promoted to vp in 1955. Mr. Cohen has headed broadcast department since agency's founding in 1946, was elected vp in 1948. He was previously head of daytime radio department of Ruthrauff & Ryan.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



You don't have to run this up the flagpole to see who salutes. Not in Western Michigan you don't. Everybody is a WOOD-watcher. That's why local advertisers sign on with WOOD-TV eight-to-one over Western Michigan's other station. Get your clients set on the right heading in WOODland — lash them up with WOOD-TV. Flag down your Katz man. He'll do the work . . . you'll get the credit, and we'll all be happy.

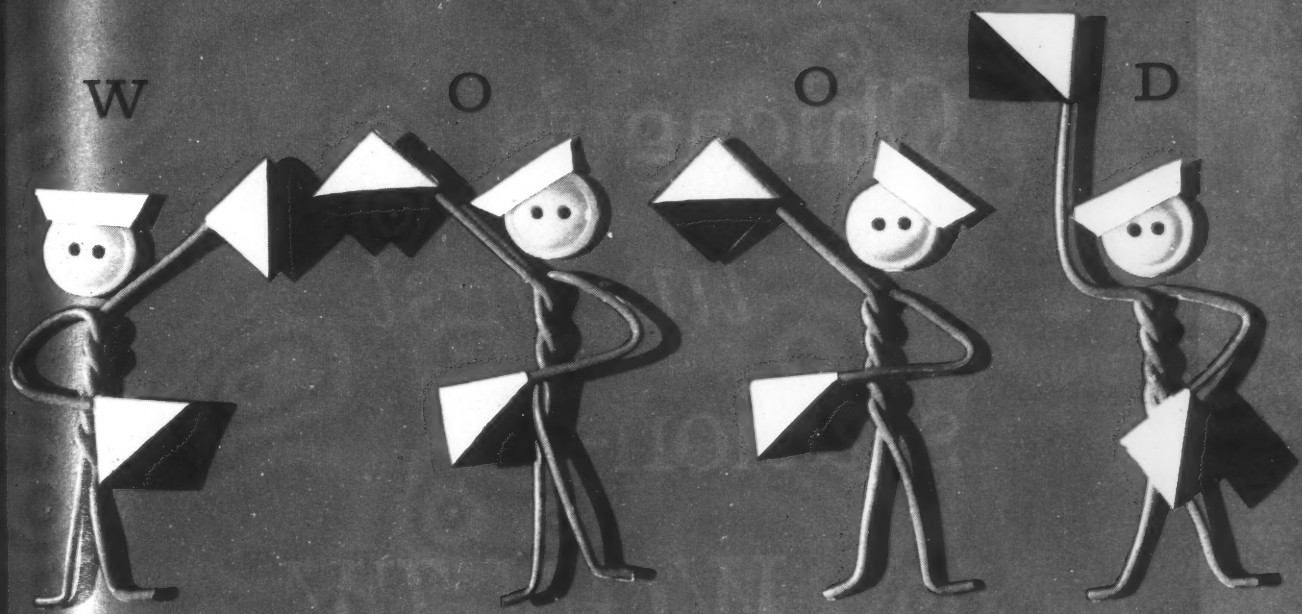
WOOD-TV is first - morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids, Michigan

WOOD-AM is first - morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids - 5 county area

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.



*"IT COMMUNICATES!"

Fran Allison is seen live daily, Monday through Friday, on WGN-TV in a program of music, song, guests and audience participation.

Chicago's *liveliest* station– *WGN-TV*

WGN-TV originates more live local television programming than all other Chicago stations combined! Live programs are audience-building programs. They interest more viewers, cement viewer loyalty, and create the quality audiences that pay off at the cash register for you as a WGN-TV advertiser.

Live programming is just one of the many reasons why our "Serving all Chicagoland" programs bring the best in TV to Chicago audiences.

Typical live telecasts on WGN-TV include:

Midnight Ticker—comparable to any network variety show. Fridays—11:45 P.M. to 1:15 A.M.

Paul Fogarty—Chicago's *only* exercise program. Daily—8:30 to 9:00 A.M.

Garfield Goose—Chicago's favorite puppet show. Daily—5:00 to 5:45 P.M.

Polka Party—Orchestra, dancing, studio audience. Saturdays—7:00 to 7:30 P.M.

plus many special telecasts, newscasts and on-the-spot events.

WGN-TV *CHANNEL 9*

441 North Michigan Avenue • Chicago 11, Illinois

The Governor Speaks to the Community thru

KWTV

OKLAHOMA CITY

Having a 47-county Oklahoma Community Coverage poses a responsibility to KWTV in the field of public service.

Every other Wednesday, J. Howard Edmondson, Oklahoma's youthful Governor spends a Class A half-hour with KWTV's News Director, Bruce Palmer, in reporting to the KWTV Community. At times, the Governor has asked for letters and telegrams in expression of the people's views on an issue. Literally thousands of replies have opened the eyes of many Oklahoma legislators to the feelings of the people.

Powerful proof of KWTV's 47-county Oklahoma *community* coverage, service and AUDIENCE!

CBS

BUY the TOWER with SALESpower in Oklahoma!

See your PETRYman

in Medicine...

it's Gray's Anatomy

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** — the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING** Magazine. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV-&-radio decision-makers will consult again and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 **paid** subscribers will be (as usual) the most important people in broadcast advertising... men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your** facts. **Deadline for proofs,** July 1; **final deadline,** July 15. Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 27-July 1—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by Professional Group on Military Electronics of Institute of Radio Engineers, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

*June 29, 30, July 1—House Communications Subcommittee hearings on seven bills amending Sec. 315 (equal time provision) of the Communications Act.

*June 30—Senate Communications Subcommittee hearings begin on several pending bills relating to CATV and booster stations.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

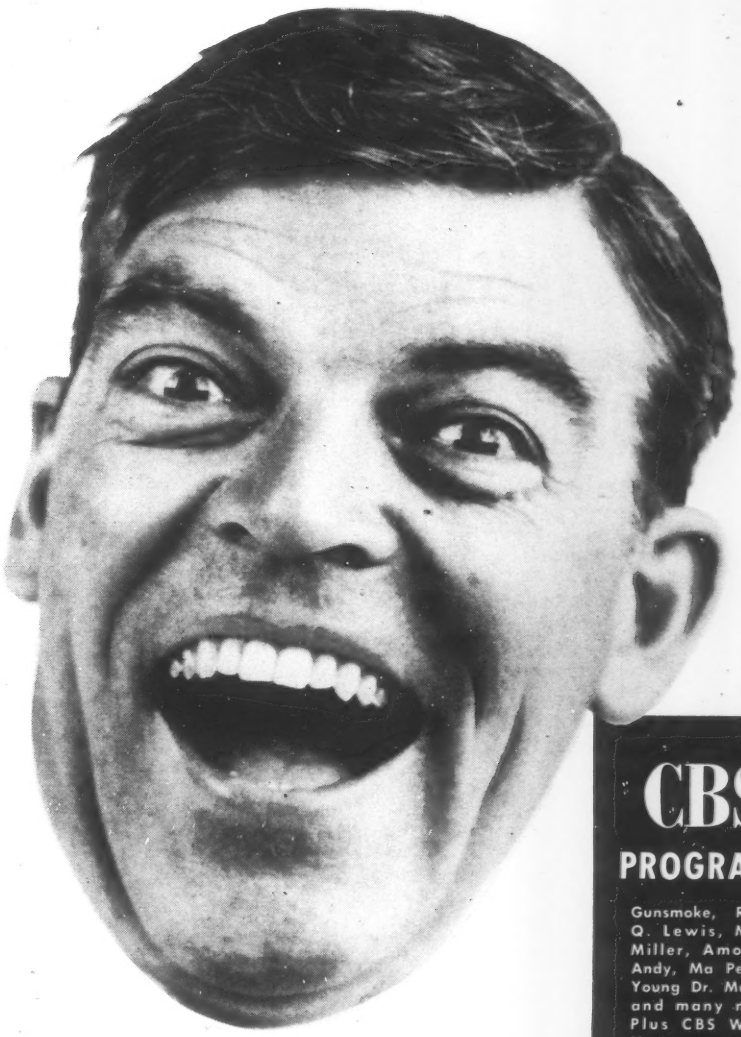
July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

*July 7—Resumption of FCC inquiry into tv network program practices, with advertising agency executives to be chief witnesses before FCC Chief Hearing Examiner James D. Cunningham. 10 a.m., U.S. Courthouse, Foley Sq., New York. Docket 12,782.

*July 7-9—Canadian Board of Broadcast Governors, public hearing on applications for am, fm, tv stations, Union Station, Ottawa, Ont.

June 10—Hearing on NARBA and Mexican broadcast treaty before special Senate Foreign Relations Subcommittee, headed by Sen. Wayne Morse (D-Ore.). Rm. 4221, New Senate Office Bldg., 10 a.m.

all the radio excitement in town in one place



CBS PROGRAMS

Gunsmoke, Robert Q. Lewis, Mitch Miller, Amos 'n' Andy, Ma Perkins, Young Dr. Malone, and many more. Plus CBS World News.

MUSIC
Detroit's Top Disc Jockeys
ROBIN SEYMOUR
MARTY McNEELEY

NEWS

SPORTS
6 shows daily

KEY STATION—ALL TIGER BALL GAMES

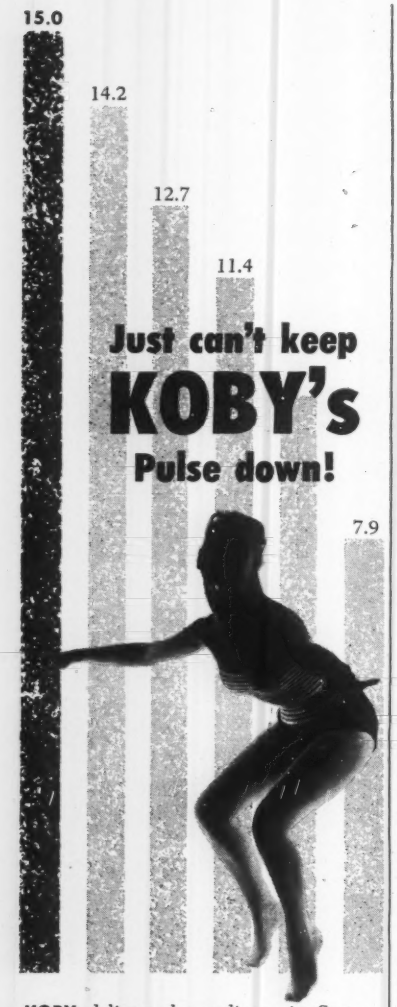
WKMH

DETROIT • DEARBORN

the station that now has Everything!

Represented by Edward Petry & Co., Inc.

KNORR BROADCASTING CORP. FRED A. KNORR, President



KOBY delivers the audience in San Francisco—because it's got a Pulse that just won't quit. Look at this January-February report: *Koby, the highest average share of audience seven days a week–6 A.M.–Midnight–15.0.*

And that 15.0 share gives KOBY the in-home and out-of-home listeners that are ready to spend money.

So if you've got a product or service you want to put across in San Francisco, KOBY's your best buy!

SEE PETRY for the top share of audience on **KOBY,** San Francisco—and start *your* sales pulse beating faster.

10% discount when buying **KOBY**—and **KOSI,** *Denver.*

(Speaking of Denver, after July, when in the Mile High City, stay at the Imperial Motel, 1728 Sherman, downtown.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* — **WGVM**

MID-AMERICA BROADCASTING COMPANY

*July 12-18—**Public Relations Institute,** U. of Wisconsin campus, Madison, sponsored by Public Relations Society of America.

July 14-15—**Idaho Broadcasters Assn.,** Shore Lodge, McCall.

July 16-17—**Air Traffic Control Symposium** co-sponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—**American Federation of Television & Radio Artists,** annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 16-18—**Georgia Assn. of Broadcasters,** summer meeting, Jekyll Island.

*Aug. 18-21 — **National Assn. of Educational Broadcasters,** seminar for radio station managers, U. of Wisconsin, Madison.

*Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

Aug. 21-23—**Arkansas Broadcasters Assn.,** Hot Springs.

Aug. 23-24—**UPI Broadcasters of Connecticut,** Massachusetts and Rhode Island aboard aircraft carrier **Wasp,** at sea; board destroyer at Quonset, R. I., for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—**American Bar Assn.,** annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—**West Virginia Broadcasters Assn.,** Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—**Texas AP Broadcasters,** 1959 convention, Rice Hotel, Houston.

Sept. 10 — **Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—**AP Broadcasters of Ohio,** Columbus.

Sept. 16-18—**Michigan Assn. of Broadcasters,** fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — **Mutual Adv. Agency Network,** second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

*Sept. 18-20—**United Press International Broadcasters Assn.** of Minnesota, Sawbill Lodge, Tofte.

Sept. 21-22—**Louisiana Assn. of Broadcasters,** Francis Hotel, Monroe.

Sept. 21-23 — **Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference,** Stanford U., Palo Alto, Calif.

*Sept. 23-24—**CBS Radio Affiliates Convention,** Waldorf-Astoria, New York.

Sept. 25—**Advertising Research Foundation,** fifth annual conference, **Waldorf-Astoria, New York.**

Sept. 29-Oct. 3 — **Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—**Electronic Industries Assn.,** value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers,** annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 12-14 — **National Electronics Conference,** 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.,** 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies,** Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations,** annual meeting, Drake Hotel, Chicago.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.,** fall meeting, Nassau Inn, Princeton.

NOVEMBER

*Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide.** Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

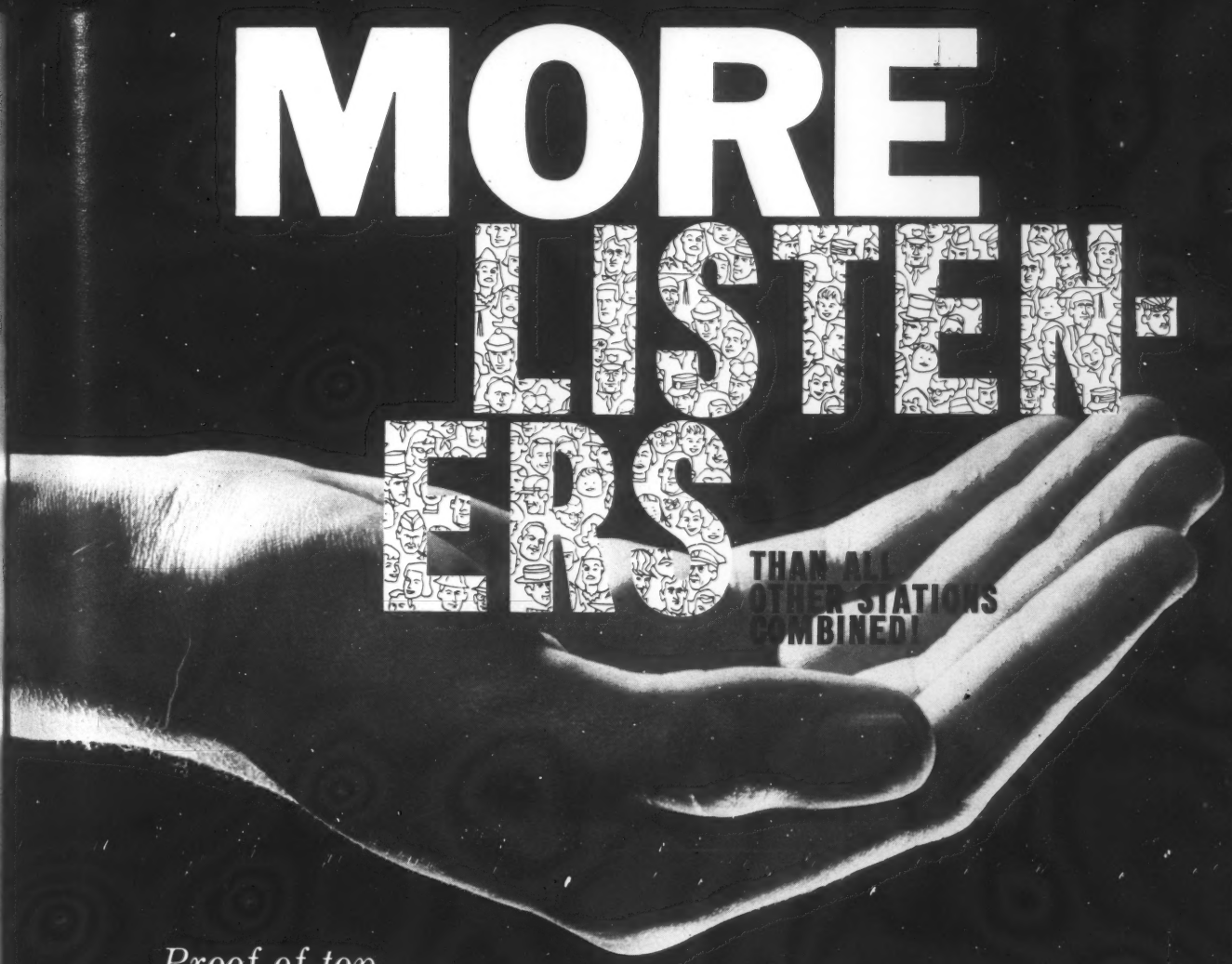
Nov. 9-10—**Institute of Radio Engineers,** radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18-20—**Television Bureau of Advertising,** annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

NAB REGIONAL MEETINGS

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles
Nov. 19-20—Olympic Hotel, Seattle.



Proof of top

ACCEPTANCE

WCCO Radio delivers...

MORE LISTENERS IN HAND . . . more than all other Minneapolis-St. Paul stations *combined!* Even up to 3 out of every 4 listeners in prime morning time.

MORE ACCEPTANCE through full-size programming that attracts and holds your buying audience.

MORE MARKET . . . the hands of 1,014,720 families reaching for your product in 4 states! Basic service area: 114 counties in Minnesota, Wisconsin, Iowa, and South Dakota.

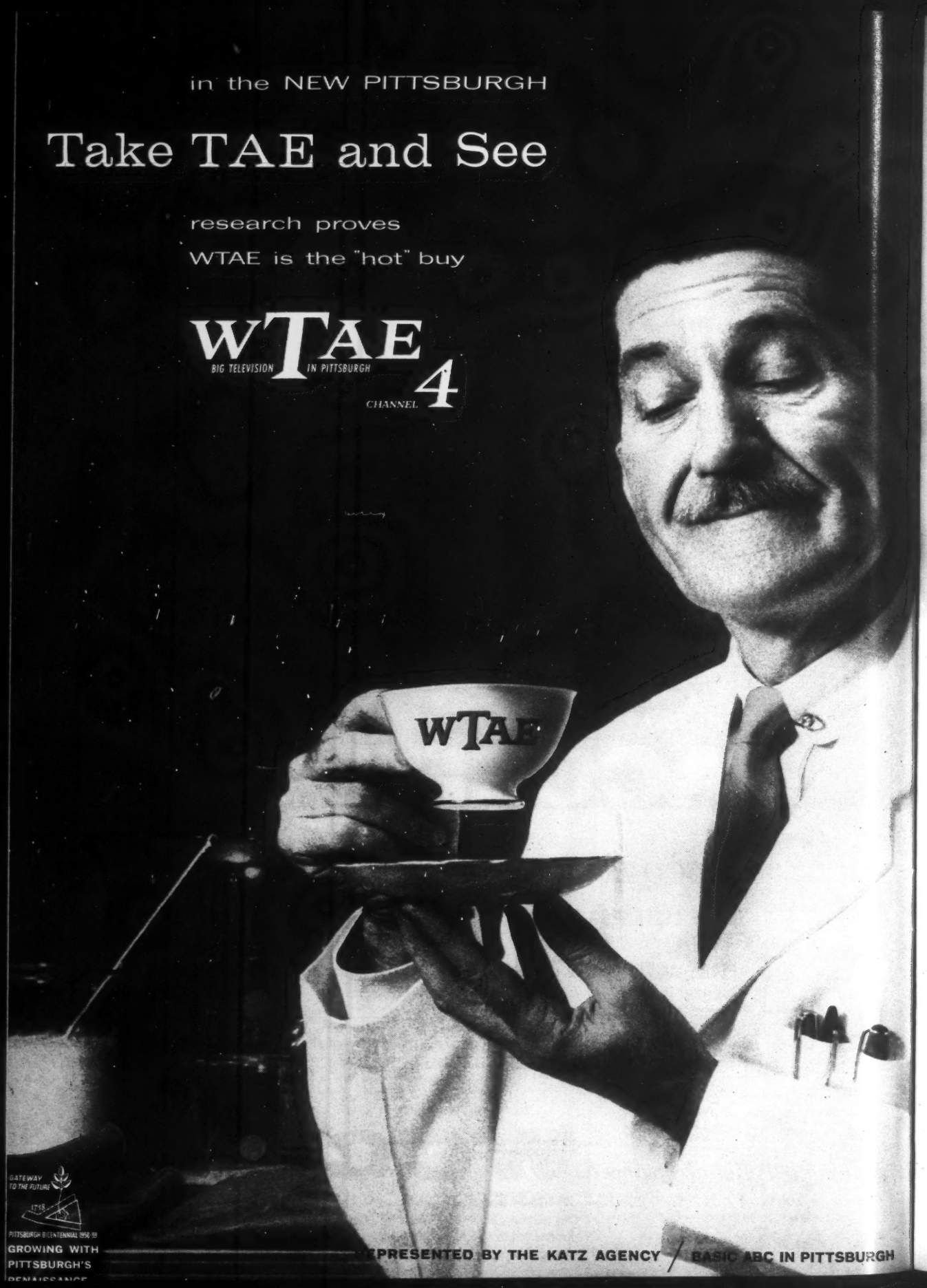
Call or write for full facts.

Nothing sells like acceptance... **WCCO Radio**

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Mar.-Apr., 1959, Station Total, 6:00 AM-Midnight, 7-day week


in the NEW PITTSBURGH
Take TAE and See
research proves
WTAE is the "hot" buy
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
GATEWAY TO THE FUTURE
1758
PITTSBURGH BICENTENNIAL 1958-59
GROWING WITH PITTSBURGH'S
REPRESENTED BY THE KATZ AGENCY
BASIC ABC IN PITTSBURGH

MONDAY MEMO

from **ROBERT L. DELLINGER,** *vice president, Grant Adv., Hollywood*

Radio-tv sell non-consumer lines too

Two highly technical companies dealing in non-consumer products made a decision in recent weeks which might have far-reaching effects on the broadcasting and telecasting industry.

On the basis of advertising philosophy alone, the events may crack open the doors to radio and television for manufacturers of non-consumer goods who until now have not felt that these mass media could bring them results warranting large outlays of money.

However, two companies, Marquardt Corp., Van Nuys, Calif., and Ciba Pharmaceutical Products, New York, have decided that radio and television are the right places for them to present their messages.

News for the Engineer • The Marquardt Corp., a client of Grant Adv., has authorized a new 52-week contract for its *Engineering Report*. The daily five-minute radio program (6:55 a.m.) reports the latest science-engineering news, written from an engineer's frame of reference. The program has already passed the 500-broadcast mark and is aimed specifically at the thousands of engineers and scientists in the Los Angeles area via KFI there.

Meanwhile, in New York, Ciba has announced a tv test program *This Week in Medicine* running on stations in Miami, Dallas, Kansas City and Binghamton, N.Y. This 15-minute program, also being presented in early morning hours, consists of a roundup of medical news and is slanted completely to doctors. The general public is not invited to tune in and Ciba hopes the highly technical language it uses on the program will discourage all but doctors from watching.

The Ciba effort is believed to mark the first time in the history of pharmaceutical advertising that a prescription product will have been promoted on tv. It may, in fact, be the first time a prescription product has ever been promoted in any consumer medium.

Ciba feels its new approach will break the log jam in advertiser-to-doctor communications. With doctors inundated with direct mail, Ciba is attempting to reach them via its special tv effort.

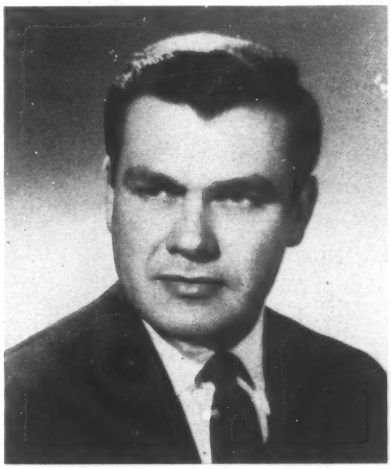
Keen Competition • The Marquardt Corp. is a youthful and highly specialized research and development company in the aircraft-missiles field. Founded 15 years ago, it quickly established a reputation for engineering competence. The rapid success of the organization, however, created problems. As engineering achievements were made, the company received new and more involved defense contracts, requiring it to expand its engineering and scientific staff. As new projects were undertaken, the company found itself in an urgent need for large numbers of high quality professional engineers and scientists which were, and are, in extremely short supply.

Compounding Marquardt's problem even further was the fact that these critical engineers and scientists were also being sought by companies with well known reputations and war-time records of achievements. Engineers tended to join the well known companies.

The problem appeared to be how to establish among the target audience "Marquardt's engineering and scientific achievements, quickly, and on a level with their major competitors." And the next question: How to do it with a limited advertising budget?

Finding the Market • Research supplied the first key to the answer. It was learned that the Los Angeles area with its $23 million weekly aircraft payroll held approximately 31.6% of the aviation and missile industry's engineers and scientists.

Knowing something about the characteristics of the prospects, and having pinpointed their location, the problem then was to reach them. Our primary budget went into trade journals because of their proven ability to deliver a vertical audience on a low cost per thousand basis. However, since the engineering market in Los Angeles is so highly concentrated, a test radio campaign seemed like a good idea.

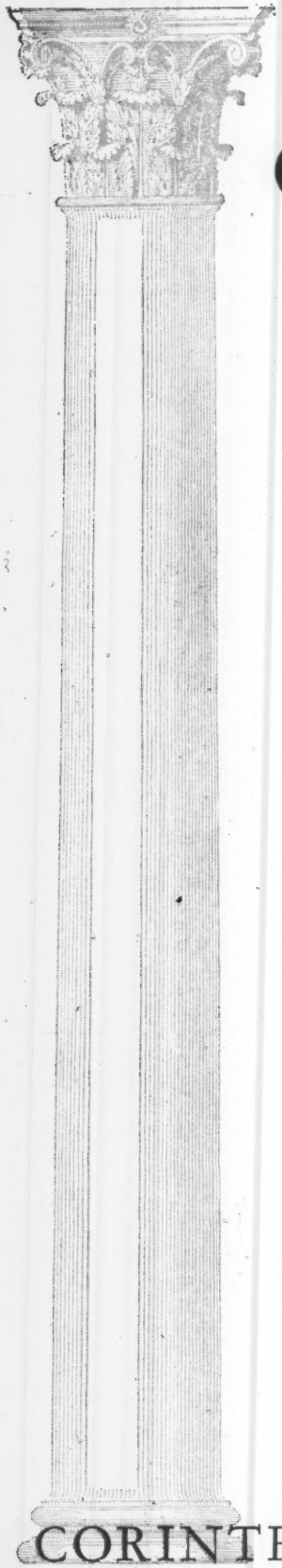


The second and most important key to the problem was then discovered. With some 50 engineering and scientific categories—each with its trade journals, society meetings, pamphlets and direct mail—we learned that it is extremely difficult for engineers to keep up-to-date with the rapidly advancing technology. Why not then an engineering-science news digest which the engineers and scientists could listen to while driving to work.

The program philosophy was that it would be designed for engineers and scientists only. It would be written by technical editors, in technical language and presented by an authoritative, "engineer"-sounding announcer.

Hitting the Target • Perhaps the significance of the Marquardt success and the current Ciba test can be summed up by Jack Anderson, Marquardt manager of advertising and public relations, "In today's rapidly expanding economy with its myriad of sales and communication literature, radio and tv offer the industrial and technical advertiser an isolated billboard away from his competitors. In essence, programs such as Ciba's and our's provide the customer and prospect with a service similar to that of a trade journal. However, instead of sharing honors for the editorial information with 100 other advertisers, you receive the individual recognition and appreciation of the interested audience."

Twenty-nine-year-old Bob Dellinger is vice president and chairman of Grant Adv.'s Hollywood plans board. Prior to his current assignment, he was vice president and manager of Grant-Dallas. He joined Grant three years ago as public relations director, Hollywood. Before joining Grant, he was with Brown-Forman Distillers, Louisville, and General Electric Co., Los Angeles. A graduate of Indiana U., Mr. Dellinger was a member of the 1951 All-Big-Ten track team and is holder of numerous mile and two-mile run records. After college he served in the Korean War as Air Force first lieutenant. He is active in professional and civic organizations in Los Angeles and is a former director of the Los Angeles Advertising Club.



Corinthian's changing

in Sacramento...

KXTV

(Formerly KBET-TV)

... is now a Corinthian Station ... and new aggressive local management is already busy ... strengthening the program structure ... tripling newscasts ... stepping up promotion ... improving facilities.

KXTV can now tap the pooled resources, talent and experience of the four other Corinthian Stations and the Corinthian staff.

There is now a Corinthian Station in the capital of California serving the Central Valley ... the fastest growing area in the fastest growing state ... another Corinthian Station on the move in a market on the move ... represented by H-R television.

CBS

CORINTHIAN STATIONS *Responsibility in Broadcasting*

the television picture

in Houston...

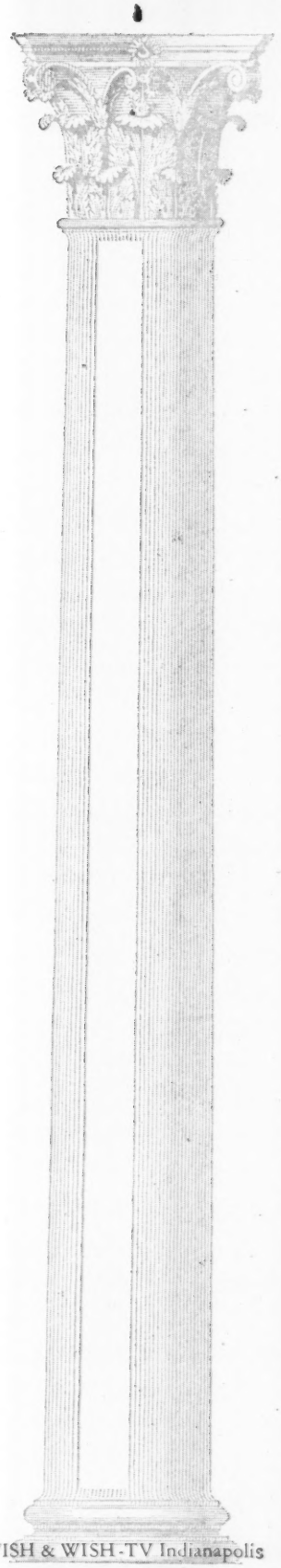
KHOU-TV

(Formerly KGUL-TV)

...it's a new name to go with a new look... newscasts tripled and a Washington News Bureau . . . exciting news personality Larry Rasco . . . Houston's first noon news and only woman's show . . . intensified, talk-creating promotion.

And construction is now underway on a striking new studio plant . . . designed to be a showcase for television in the burgeoning Houston market.

Another Corinthian Station on the move in a market on the move . . . represented by CBS-TV spot sales.



KOTV Tulsa • KHOU-TV Houston • KXTV Sacramento • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

RESPONSE THROUGH RESPONSE-ABILITY

Advertisers demand *response* and, they get it on WJAR, the best buy in a "must-buy" market. Our responsibility to you stems from 35 years of solid-sell to the nation's most concentrated population, with buy-ability.

PLUS

- New personalities, programming and promotion
- Low cost per thousand
- 5000 watts of Sell, in the Billion-Plus market
- *Merchandising* if you need it
- Top buy in a Top Test Market

THE "BIG SOUND" means BIG SALES

SALESMAN
SHERM BROWN
5 a.m. — 9 a.m.
Monday through Saturday

SALESMAN
LARRY MARTIN
9 a.m. — 12 Nn.
Monday through Saturday

SALESMAN
ART LAKE
12 Nn. — 2 p.m.
Monday through Friday

SALESMAN
RUSS VAN ARSDALE
2 p.m. — 5 p.m.
Monday through Friday

SALESMAN
ART CURLEY
5 p.m. — 9 p.m.
Monday through Friday

SALESMAN
GENE DE GRAIDE
9 p.m. — 1 a.m.
Monday through Saturday

NBC NEWS, SPORTS, MONITOR

Sister station of WJAR - TV
Represented proudly by Edward Petry & Co.

OPEN MIKE

New England study

EDITOR:

Well done on your New England study. The "comeback" you write about is no news to me since many of our clients have been registering unusual sales gains in this important region.

Peter Bardach
Senior Media Buyer
Foote, Cone & Belding
New York

EDITOR:

I found the article on New England absorbing, surprising and well developed.

Allan Sacks
Media Buyer
J. Walter Thompson Co.
New York

EDITOR:

Please send us 10 reprints . . .

Harriet E. Benton
Radio-Tv Director
Ray Barron Inc. Adv., Boston

EDITOR:

I was most pleased to read your special report on New England. Capt. Thomas Tibbals came to Boston in 1635 and founded Milford, Conn., in 1639. Since then New Englanders have survived Indians, Red Coats, depressions, panics, world wars and industrial, labor, financial and economic crises perhaps better than any other area of our country. Their fault is in "hiding their light under a bushel" and it is high time somebody really spoke up and gave us the facts.

Congratulations on a fine article.

Walter A. Tibbals
Vice President
Norman, Craig & Kummel
New York

EDITOR:

I congratulate you on what I consider to be a first-rate job. In fact, I enjoyed it so much that I took the liberty of inserting a portion of this special section in the *Congressional Record* yesterday.

Sen. Norris Cotton (R.-N.H.)

EDITOR:

. . . you may be sure that it will be of use to my staff as well as myself.

Rep. James C. Oliver (D-Me.)

EDITOR:

. . . it appears to be a spendid effort in acquainting the public with the opportunities and the progress being made in the New England area.

Sen. Styles Bridges (R-N.H.)

EDITOR:

Your special report . . . is the kind of comprehensive reporting for which you are famous. . . . New England for too long has been misunderstood. . . .

Arthur H. McCoy
John Blair & Co.
New York

EDITOR:

May I add my congratulations . . . Would it be possible to get reprints of this story for local distribution?

George H. Jaspert
WCCM Lawrence, Mass.

EDITOR:

. . . I am happy to see BROADCASTING putting the facts in perspective. . . .

Rep. Emilio Q. Daddario
(D-Conn.)

EDITOR:

Congratulations on a very fine piece —comprehensive, factual, well written. . . .

George H. Arris
Financial Editor
Providence Journal and Evening Bulletin
Providence, R.I.

EDITOR:

. . . This report should give a much needed boost to the broadcast media here in New England which has not, heretofore, received its proper share of the broadcast dollar from the national advertisers.

Please send me 10 copies. . . .

George C. Bingham
Vice President and New England Sales Manager
Walker-Rawalt Co.
Boston

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 20 cents each.]

EDITOR:

Congratulations on your remarkably analytical story on New England. I, for one, would like to see additional articles of the same sort on other sections of the country. I feel your New England story is very helpful and be-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

lieve that others could likewise be beneficial.

A. Burke Crotty, Vice Pres.
Ellington & Co., New York

[EDITOR'S NOTE: Market stories have been carried on other sections of the U.S. will be in the future. Others were: the South, Nov. 15, 1954; Georgia, Dec. 27, 1954; the Carolinas, March 21, 1955; the mid-Gulf states, June 27, 1955; Pacific Northwest, Jan. 9, 1956; California Jan. 30, 1956; Texas, July 23, 1956.]

'Fm can sell' reprints

EDITOR:

I am writing to ask if you would be so kind as to send me a reprint of your study of fm radio ("Have audience, can sell—fm") published Feb. 9.

M.O. Ross, President
Butler U., Indianapolis

EDITOR'S NOTE: Reprints are available, 15¢ each.

KAYS-TV and the tornado

EDITOR:

After 10 years of trade press study, I'm sure the most interesting, best-handled story I have read appeared in your June 8 issue, page 74 ("Tornado warner becomes twister victim"). . . .

It might be interesting to you to know also that your article has evidently created substantial curiosity about our weather operation from stations pretty much all over.

This is a rather unexpected by-product of losing a tower, but a welcome one both from the standpoint of publicity (which we do not find embarrassing—only different) and the broader fact that we honestly believe in our public responsibility in this matter and think we have an idea of value to pass along.

John Q. Quigley
Operations Mgr.
KAYS-TV Hays, Kan.

Civic spirit runs high

EDITOR:

Four mayors, two chamber of commerce presidents and two legislators are radio broadcasters in Washington state. As BROADCASTING reported June 8, Yakima has unique status—the president of the Chamber of Commerce is Jack Goetz, KIT, and Tom Bostic, KIMA, is mayor.

KPQ Wenatchee has had two presidents of the Chamber of Commerce in the past nine years. Currently it's Pat O'Halloran, vice president of KPQ. Other mayors besides Mr. Bostic are John Condon, KTAC Tacoma, mayor of Puyallup, and Allan Miller, KWSC Pullman.

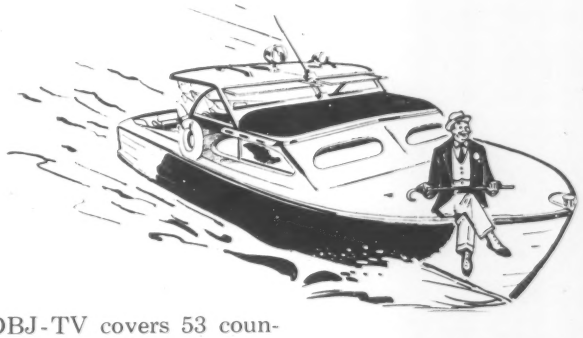
Any other state radio men so community minded?

James W. Wallace
KPQ Wenatchee, Wash.

[EDITOR'S NOTE: State legislators are Joe Chytil, KELA Centralia-Chehalis, and Pat Nicholson, KBRO Bremerton.]

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!



WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, TOP O' THE MORNIN' (music, news, weather, fun) most popular early morning viewing in the area, delivers viewers for only 74 cents per M on a 5 Plan; 58 cents per M on a 10 Plan.* A powerful "live" boost for your product; powerful, sales-producing merchandising support provided, too!

It will pay you to take a closer look at TOP O' THE MORNIN' and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

1

United Press International news produces!

WSBT-TV ...SOUTH BEND, INDIANA'S **DOMINANT STATION**

MIKE MAY...Pied Piper of South Bend

Mike May's "Popeye Theater" is South Bend's top TV show for children. With puppets and personality, Mike weaves a special brand of make believe magic. And the kids love it, whether at home or participating in the studio audience.

The Jan.-Feb. ARB gives this daily afternoon show a 23.8 rating—more than double the combined ratings of all area stations (4:00-5:00 P.M.). Advertisers' success stories are legion on WSBT-TV's "Popeye Theater". It is typical of the many highly rated local personality shows on WSBT-TV.

WSBT-TV dominates South Bend . . . the focal point of Indiana's prosperous second market. This station carries 8 of the 10 top rated shows; averages 45.2% share of sets in use. Effective Buying Income in WSBT-TV's 15-county coverage area is $1,613,896,000!

For free market data book and remaining "Popeye Theater" availabilities, see your Raymer man or write this station.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING PUBLICATIONS INC.

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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MAKING A MARK IN THE BAY AREA WITH THE BIG, NEW BIG BAY RADIO SOUND

New excitement, new fun on Channel 91 are swinging folks on all sides of San Francisco Bay to BIG BAY RADIO...the big, new "kissin' cousin" of Channel 98 in Los Angeles. The same concept of *contemporary* programming, brisk pace and 'round the clock fun that resulted in Rocketing Ratings in Los Angeles is now pulling in Bay Area listeners.

Get aboard NOW... and sell the important Big Bay Area with audience-grabbing BIG BAY RADIO.

KEWB • Bermuda Building • 2150 Franklin • Oakland 12, California
EXbrook 7-2891 • TEmplebar 6-0910

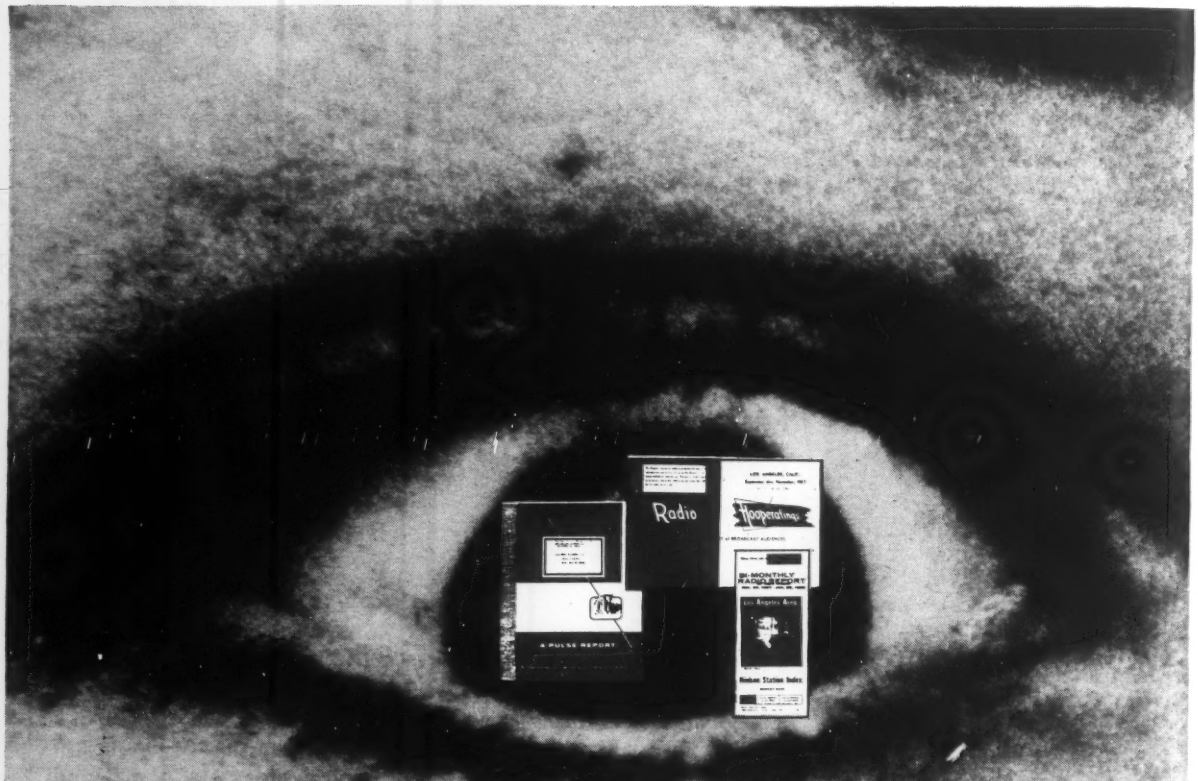
KEWB
ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC.
National Sales Representatives

A Service of Crowell-Collier

KEWB Channel 91 San Francisco Oakland / **KFWB** Channel 98 Los Angeles

ROBERT M. PURCELL
President and General Manager

THREE POINTS OF VIEW
ONE CONCLUSION:
KFWB IS NUMBER–1
IN LOS ANGELES



Pulse View: *KFWB is Number One in Los Angeles — daytime or nighttime*

Nielsen View: *KFWB is first station in total audience in the Los Angeles Area*

Hooper View: *KFWB has the largest audience of any radio station in the U.S.*

ROBERT M. PURCELL,
President and Gen. Manager

JAMES F. SIMONS
General Sales Manager

Channel 98 — my mommy listens to KFWB

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

Represented nationally by
JOHN BLAIR & CO.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 29, 1959
Vol. 56 No. 26

NEW PUSH FOR COLOR TELEVISION

- **Get-behind-color meeting draws score of leading broadcasters**
- **RCA picks up significant support in its long, lonely campaign**
- **Point of meeting: color can be used to boost television billing**

Esthetics be damned. There's money to be made in color tv, and now's the time to go after it.

Distilled, that was the message given representatives of some of the country's leading television stations last Friday (June 26) in New York. They were brought there by the invitation of Triangle stations' Roger Clipp to hear (1) status reports on where color is today and (2) what they should do about it. What they should do about it is sell it, said Mr. Clipp, "in our own selfish interests."

The closed-door session in the Waldorf-Astoria was made significant by the fact that the prime mover in this instance was not RCA, which until now has been a lonely champion of color, but an independent broadcasting group. It was also significant in its audience, all top-drawer broadcasting executives who went out of their way to hear the dollars-and-cents presentations.

This is what they heard:

• From TvB's Pete Cash—Color is tv's "ace in the hole" in the competition for more advertising dollars.

• From Mr. Clipp—While blame for the lack of color acceptance until now cannot be laid to stations, a push now by 400 or 500 stations would undoubtedly increase set sales. What's needed: A $200 set.

• From RCA's Charles Denny—Color can fulfill its promise and already has in six "significant" areas.

• From NBC's Tom Coffin—The addition of a color dimension can increase a show's audience by as much as 80%.

• From Mort Farr, a distributor-retailer from Upper Darby, Pa.—A recounting of how much color sales can mean to the appliance merchant, and reasons why the public *will* pay a premium for color.

• From NBC-TV's Don Durgin, vice president for network sales—A recap of the network's color plans for the 1959-60 season, highlighted by 250 hours of color in this year's fourth quarter (up 30% over last year), expansion of color studio facilities and continuation of seven-day-a-week color programming.

The play-by-play on the color tv presentation follows below. See AT DEADLINE for report on participant reaction.

Norman E. (Pete) Cash, president of the Television Bureau of Advertising, developing the thesis that color is tv's "ace in the hole," offered an analysis of television business in the immediate future: Cost will continue to rise; profit margins will shrink unless rate increases can be justified. The "ace", he said, could be color tv because research by both Crosley and NBC have shown that color can increase substantially the ratings of a program. Increased circulation, Mr. Cash stressed, can mean justifiable rate increases.

The most pressing immediate need, he said, is the promotion and the selling of color sets.

(Mr. Cash claimed there is an additional $70 million for tv in the advertising marketplace—if color programming were more widespread. He enumerated, one by one, the expenditures by the top 100 national advertisers for "color advertising" in other media and estimated a percentage from each medium that could accrue to tv—provided color tv could be made available and attractive to advertisers. He suggested these inroads were possible:

• From magazine's total of $145 million in color advertising, color tv could garner $29 million.

• From billboards' $63 million, color tv could capture $12.6 million.

TRIANGLE'S CLIPP
He called the color meeting

• From newspapers' $122 million color tv could lure away $25 million.

Mr. Cash urged the industry to compete more aggressively with the printed media for the "color franchise," and added:

"We must improve our medium now rather than coast on the highest levels of billings our industry has ever imagined."

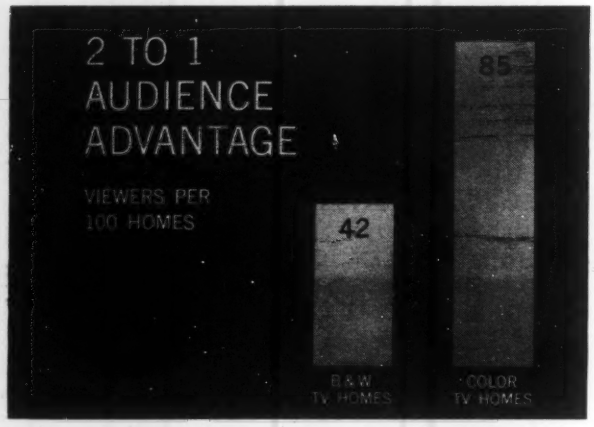
Clipp's Views • Roger W. Clipp, vice president and general manager of the Triangle Radio and Tv Station Division, expressed the view that the core of color tv's problem is "price" and added:

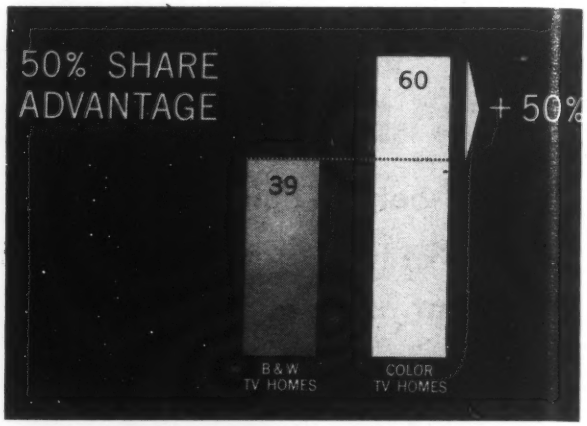
"A $200 color set would sell like hotcakes."

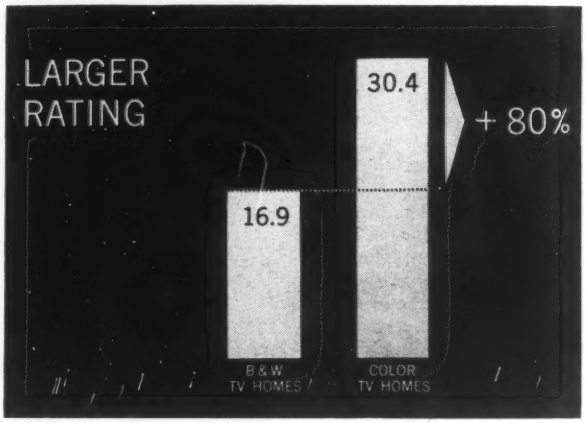
(RCA, however, feels there is little likelihood of a reduction in the selling price of color receivers in the immediate future since there are no new developments on the horizon that would substantially lower production costs. The lowest-priced model now retails for $495.)

Mr. Clipp conceded that the price of color receivers cannot come down to "mass buying levels" until a

HOW COLOR BEEFS UP AUDIENCE







What does color do for your audience standing? More sets are turned on. A higher share of audience watches. There are more viewers at each color set than at black and white sets.

These answers are the crux of a color tv progress report handed down by NBC last week, first on Wednesday at a network-sponsored presentation and again Friday before the Triangle-assembled broadcasters. The network had commissioned Trendex to conduct a special study of viewing in color tv homes in Boston, Omaha, Chicago, Milwaukee and Philadelphia. The sample: 8,000 interviews conducted by standard telephone coincidental.

Dr. Thomas E. Coffin, director of research, NBC, disclosed these survey highlights:

• Color tv's overall audience advantage is 2 to 1. That is, twice as many people watch the color programs in color homes as in black-and-white homes. One factor: 50% of color homes had their sets in use, compared to only 43% of the control black-and-white homes.

• Color programs enjoyed a 50% advantage in share-of-audience among color owners. Color shows got 60% of the audience in color homes, compared to 39% in black-and-white homes.

• With higher sets-in-use levels and greater share of audience, the rating of the color programs was 80% higher in color homes—averaging 30.4 in color homes vs. 16.9 in black-and-white homes.

• On the average, the number of viewers watching tv was 12% greater in color homes. Sidelight: Color programs reach 24% more men per set.

Interviews were divided equally between color homes and black-and-white homes. In order to match these two samples as closely as possible, the next-door neighbors of color set owners were interviewed. Four NBC-TV programs were picked for investigation. They were *Steve Allen, Dinah Shore, Arthur Murray Party* and *Perry Como*. Patterns of audience gains held true for each show, Dr. Coffin said. Consistency of results also held up in each of the individual markets.

---

sufficiency of programming and a guarantee of quality reception are provided.

"When these two elements are achieved," Mr. Clipp declared, "we will then be on the road to the third and final phase of color development, which is true circulation."

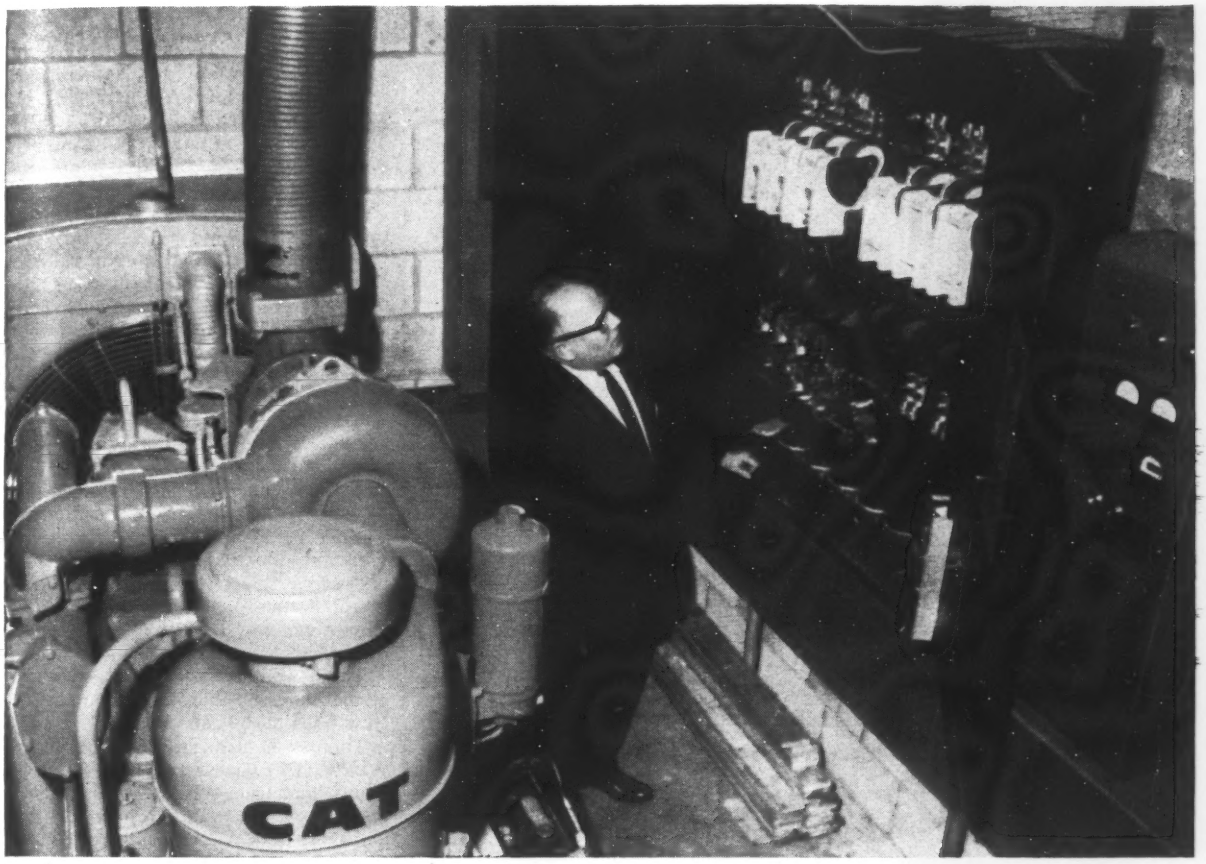
Mr. Clipp contended that "The lack of development of color is not due to lack of promotion on the part of stations," but added, "on the other hand, if 400 or 500 stations got solidly behind color promotion and saturated their schedules daily with color messages, of course more tv sets would be sold."

Set Sales • Mort Farr, appliance retailer-distributor in Upper Darby, Pa., and recent Brand Names Foundation retailer of the year award winner, called color tv "the hope of television merchandising." He noted that the set owner today has no compelling reason to trade in his set—except to buy a color receiver. His recommendation: broadcasters should step up their color programming and promote their color shows aggressively.

He insisted that price is not "the controlling factor" in hindering the sale of color tv sets. Mr. Farr indicated that with a hard-hitting promotional effort by the manufacturer and broadcaster and specialty selling by the wholesaler and retailer, color sets can be moved. He observed that in 1958 the sale of color tv sets accounted for 16% of his business and he predicted that his 1959 color sales will be double those of last year. To buttress his contention that price need not be a deterrent to sales, Mr. Farr pointed out most cars are sold with a full complement of extras that run between $700 and $800 and high-priced stereophonic equipment sales are soaring.

RCA's Forecast • Charles R. Denny, vice president, products planning, RCA, who noted that color will affect every phase of the tv industry, underscored color's impact on tv's future growth

A WHBF PLUS SIGN • No. 4



Robert J. Sinnett, Director of Engineering for WHBF Radio and TV, checks emergency power supply automatic switching panel at WHBF-TV transmitter.

His Responsibility: Reliable Service to WHBF Radio and WHBF-TV Audiences--and to our Advertisers, Also

Bob Sinnett has been a part of the Quad-City radio industry longer than anyone else. Now completing his 28th year at WHBF, his job is to keep several million dollars worth of broadcasting equipment running smoothly. Bob is a registered professional engineer, a senior member of the Institute of Radio Engineers and has served on the NAB Engineering Committee.

With this background as a guide, Bob has installed at WHBF, Radio and TV, emergency equipment to cut program interruptions to an irreduceable minimum. Both WHBF Radio and TV have stand-by transmitters and antennae. WHBF-TV has an emergency generator, pictured above, that automatically takes over when central station power fails. There's a stand-by microwave link between our studios and TV transmitter. Our 1000-foot tower has an elevator to speed maintenance.

Throughout WHBF engineering facilities there is duplicate and stand-by equipment to take over if primary equipment should fail. In addition, Bob's crew follows a rigorous preventive maintenance program.

All this adds up to fewer outages and fewer commercials missed; less need for make-goods or credits and the extra work this entails; virtual elimination of audience annoyance at program interruptions. It assures audience and advertisers alike of constant, reliable service from WHBF, prestige Radio and TV.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel

Hooray For Un-Formula!

A "formula" radio station is definitely what WBT ain't.

WBT's programming is varied—creative—responsible.

Popular, too. Pulse surveyed the 25 county Charlotte area (just a portion of WBT's Basic Service Area) and found a 92% WBT lead mornings, 69% afternoons and 123% at night.*

Grab some WBT availabilities so you'll have something to cheer about in the nation's 24th largest radio market. Call CBS Radio Spot Sales for details.**

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

and prosperity by remarking:

"If color tv did not exist today we'd have a crash program to invent it."

He predicted that color tv's growth will be a "spiraling development." It will parallel the nurturing of black-and-white tv, Mr. Denny said, with increase in sets resulting in more color-equipped stations and more color programs. He stated that color is beginning to "mesh" and results are evident. He made this suggestion:

"Now it is up to those of us who are aware of color's great future to beat the drums for color. It is in their own self-interest that broadcasters join with manufacturers and retailers in making color television an integral part of family living."

He listed these six "significant developments" in color: during the recession, color achieved "new record gains" and is still climbing; NBC is expanding its color programming; RCA's dealer-distributor operation shows increasing color profitability; Admiral is entering the color receiver field; a growing number of stations are increasing color programming, and top tv critics are enthusiastic about color shows.

These were the broadcasters due to attend the get-behind-color meeting in New York last Friday:

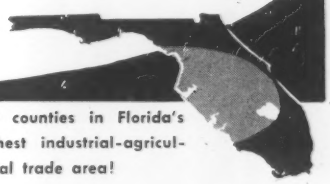
Thomas E. Howard, vice president, WBTV (TV) Charlotte, N.C.; Brent O. Gunts, manager, WBAL-TV Baltimore; Jesse H. Cripe, vice president-general manager, WFGA-TV Jacksonville, Fla.; Ole G. Morby, broadcast operations coordinator, Time Inc. (T-L-F Stations); C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp.; John T. Murphy, tv vice president, Crosley Broadcasting Corp. and general manager, WLWT (TV) Cincinnati.

James Schiavone, manager, WWJ-TV Detroit; Harold Grams, general manager, KSD-TV St. Louis; Howard W. Maschmeier, general manager, WNHC-TV New Haven; Fred W. Thrower, vice president-general manager, Lecitt J. Pope, operations vice president, and Otis Freeman, chief engineer, all of WPIX (TV) New York; William B. McGrath, vice president-managing director, WHDH-TV Boston; William N. Davidson, vice president-general manager, WRCA-TV New York.

Harold C. Lund, vice president for Pittsburgh area, Westinghouse Broadcasting Co., Alexander Field, program manager, WGN-TV Chicago; Donald Davis, president, KMBC-TV Kansas City; George Comte, vice president-general manager, WTMJ-TV Milwaukee; Harold P. See, general manager, KRON-TV San Francisco; John Scheuer, director of public relations and programming, Radio-Tv Div., Triangle Publications.

MILLIONS OF YOUR CUSTOMERS
WILL BE COMING TO THE LAND* OF

Profitunity



* 26 counties in Florida's richest industrial-agricultural trade area!

If you think the millions of annual visitors who'll be spending their vacations in the Land of Profitunity are going to miss Wagon Train, or Groucho, or Dave Garroway just because they are on vacation—*you don't know your average American.*

Many of them would as soon give up an arm as their favorite television show!

They are your customers. Keep them sold! Spot your product on WFLA-TV. Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—America's 26th Retail Market—PLUS 26 rich, able-to-buy West Coast and Central Florida counties—*the Land of Profitunity!*

Write for all the details.

Figures from Sales Management 1959 Survey of Buying Power.

NBC

wfla-tv CHANNEL 8
TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

FORD LEADING NETWORK TV

P&G still biggest multi-product spender

The spring sales drive for Ford passenger cars has shown up in the record of network tv time purchases. Ford Motor Co.'s Ford Div. allocated $738,988 gross billing for the cars in April alone.

The Ford investment is revealed in Television Bureau of Advertising's supplementary report of gross time charges for network tv covering the period from January through April this year. Compilations were made by Leading National Advertisers and Broadcast Advertiser Reports.

Ford's heavy concentration moved the passenger car to the top of the April list of the leading 15 brands in network.

Other outstanding items revealed in the report:

• Network tv daytime billings in the first four months of the year increased 25.8% compared to the same period of 1958. The figures: $70.6 million-plus this year compared to $56.1 million-plus last year.

• Procter & Gamble, No. 1 national advertiser and unquestionably tv's national leader, registered over $4.6 million gross billing in network tv in the month of April. This is more than the combined investment for General Motors and Ford Motor in network that month, and more than the combined billing of the four cigarette companies appearing in the top 15 list for April (R.J. Reynolds, P. Lorillard, Liggett & Myers and American Tobacco).

• The constant climb of the food category continues at a rapid rate. On the basis of the January-April period, food billings have shot ahead of last year by at least $4.3 million and are outstripping the nearest contending category (toiletries and toilet goods advertisers) by some $6.3 million.

Top 15 network companies April 1959

1.	Procter & Gamble	$4,691,463
2.	Lever Bros.	2,742,586
3.	American Home Products	2,158,552
4.	Colgate-Palmolive	2,015,795
5.	General Motors	1,998,166
6.	General Foods	1,721,491
7.	R.J. Reynolds Tobacco	1,300,104
8.	Sterling Drug	1,145,873
9.	P. Lorillard	1,108,873
10.	Ford Motor	1,024,145
11.	Liggett & Myers Tobacco	1,018,458
12.	General Mills	1,008,565
13.	American Tobacco	957,900
14.	Bristol-Myers	936,385
15.	Gillette	923,674

Top 15 network brands April 1959

1.	Ford cars (Ford Motor)	$738,988
2.	Anacin tablets (Whitehall)	735,544
3.	Chevrolet cars (General Motors)	687,037
4.	Tide (Procter & Gamble)	673,079
5.	Gleem reg. aerosol toothp. (P&G)	651,618
6.	Colgate reg. aerosol dent. cr. (C-P)	598,775
7.	Bayer aspirin (Sterling Drug)	550,216
8.	Phillies (Bayuk Cigars)	530,481
9.	Winstons (R.J. Reynolds)	505,767
10.	L&Ms (Liggett & Myers)	497,341
11.	Kents (P. Lorillard)	475,552
12.	Camels (R.J. Reynolds)	475,233
13.	Plymouth cars (Chrysler)	454,290
14.	Viceroy (Brown & Williamson)	442,915
15.	Handy Andy cleaner (Lever)	440,529

Estimated expenditures by product classification

	April 1959	Jan.-April 1959	Jan.-April 1958
Agriculture & Farming	$ 187,196	$ 670,180	$ 46,688
Apparel, Footwear & Accessories	618,877	1,644,000	1,270,000
Automotive, Automotive Accessories & Equipment	4,154,195	15,679,299	20,466,072
Beer, Wine & Liquor	278,486	1,509,070	2,235,626
Building Materials, Equipment & Fixtures	275,890	1,070,009	556,134
Confectionery & Soft Drinks	796,706	4,381,345	3,220,606
Consumer Services	295,893	1,368.009	1,442,049
Entertainment & Amusement	226,920	226,920	212,616
Food & Food Products	9,218,553	40,188,475	35,833,722
Freight, Industrial & Agricultural Development	78,260	155,103	—
Gasoline, Lubricants & Other Fuels	588,202	1,288,210	997,234
Horticulture	105,055	143,843	274,554
Household Equipment & Supplies	2,667,693	9,260,515	7,508,076
Household Furnishings	517,804	1,303,464	1,128,144
Industrial Materials	1,639,576	7,281,814	6,851,724
Insurance	1,017,878	3,688,566	2,351,487
Jewelry, Optical Goods & Cameras	1,523,409	3,526,614	3,402,604
Medicines & Proprietary Remedies	5,112,581	24,621,709	20,189,713
Office Equipment, Stationery & Writing Supplies	414,978	1,539,270	2,281,488
Political	—	—	66,174
Publishing & Media	—	—	580,881
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	571,990	2,166,062	2,677,592
Smoking Materials	6,058,733	25,959,996	19,351,277
Soaps, Cleansers & Polishes	6,018,979	23,016,170	21,850,903
Sporting Goods & Toys	226,909	832,311	552,737
Toiletries & Toilet Goods	8,659,125	33,812,029	32,796,172
Travel, Hotels & Resorts	77,847	549,310	888,506
Miscellaneous	708,885	2,638,745	2,351,420
Total	$52,040,620	$208,521,038	$191,384,199

LNA-BAR: Gross time costs only

AD COMMANDMENT

Hutchinson off hook with lecture by FTC

A phony demonstration on tv—whether or not the claim is true—is misleading advertising.

This was the finding last week by the Federal Trade Commission in the Hutchinson's Waterproof Wax Case. The FTC made the point that a gimmicked demonstration of a product in a tv commercial—which falsely indicates or implies certain qualities or performances—is a violation of the law whether or not accompanying claims for the product are false or true.

The FTC, in an opinion by Comr. Sigurd Anderson, last week upheld this position taken by FTC counsel in their appeal from an FTC hearing examiner's ruling recommending dismissal of charges against Hutchinson Chemical Corp., Chicago. But the FTC dismissed the case against Hutchinson anyway on grounds FTC counsel failed to disprove the implications made in the demonstration.

Charles Sweeney, director of the FTC's radio-tv monitoring service, said that although the case was dismissed, the FTC holding against phony tv demonstrations was its most important decision in tv since the Rolaids case in which the FTC obtained a consent decree in its move against "white smock" and other visual misrepresentations.

At issue were FTC charges made against Hutchinson May 7, 1958, that the firm's "flaming-automobile" tv commercial violated the FTC Act. In the tv demonstration, the product was applied to the metal surface of a car, an inflammable liquid was poured on, set afire, allowed to burn 12 seconds and then extinguished with water. The audio claim was made that the fire and water (heat and cold extremes) did not damage the auto's surface.

The FTC did not make charges against the audio claims but against the tv demonstration's implied claims. The examiner held the proof or disproof contained in the demonstration was immaterial since the audio claims were not challenged; that the demonstration alone thus was not a violation of the act. He recommended dismissal.

The FTC opinion held the language of the applicable section of the FTC Act was "deliberately couched in generalities" so the FTC and courts may

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Who could sell them anything now...except **RADIO**

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

The "Companion Medium" is more Potent than ever... but there's an Important Difference between Stations!

Radio's strength is its ability to reach people *where they are.* Wherever people are awake radio reaches into their minds . . . persuasively and repeatedly. And it can do this most economically. This is the basic advantage of all radio. But there is an important difference between *ordinary* and *great* radio stations. The great station maintains the highest standards of programming, backed by substantial investment in top facilities and personnel. Its responsible management permits no carnival gimmicks, shoddy giveaways or questionable advertising. It attracts large audiences exceptionally loyal to both the station and its advertisers. Numerically, these great stations are not many. Those listed here are the great stations in 18 important markets . . . and you need add only 30 out of the more than 3,000 now broadcasting to achieve effective nation-wide reach. This total of 48 represents "The Nation's Voice." The strategy of concentrating on these leadership stations is the way to realize the full power of "the companion medium" . . . the way to put all of radio's vitality to work on your sales problems. For complete information, including data developed by Alfred Politz research, call any Christal office.

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ARB Shows **WLOS-TV**

FIRST in the Carolina Triad!

FIRST in Weekly Circulation. ARB, March tabulation shows WLOS-TV reaches 316,480 unduplicated homes weekly; 28% more than station Y, 61% more than station Z.

FIRST with 7 out of the top 10 programs in the entire Carolina Triad!

FIRST in Daytime TV. "American Bandstand" delivers more homes, (60,200 average), than any other daytime program.

FIRST in Night Time TV. "Maverick" delivers more homes (121,400 average), than any other night time program.

FIRST with movie audiences. WLOS-TV's movies are the highest-rated in the March ARB report.

O-o-o-p s... Almost ***FIRST***

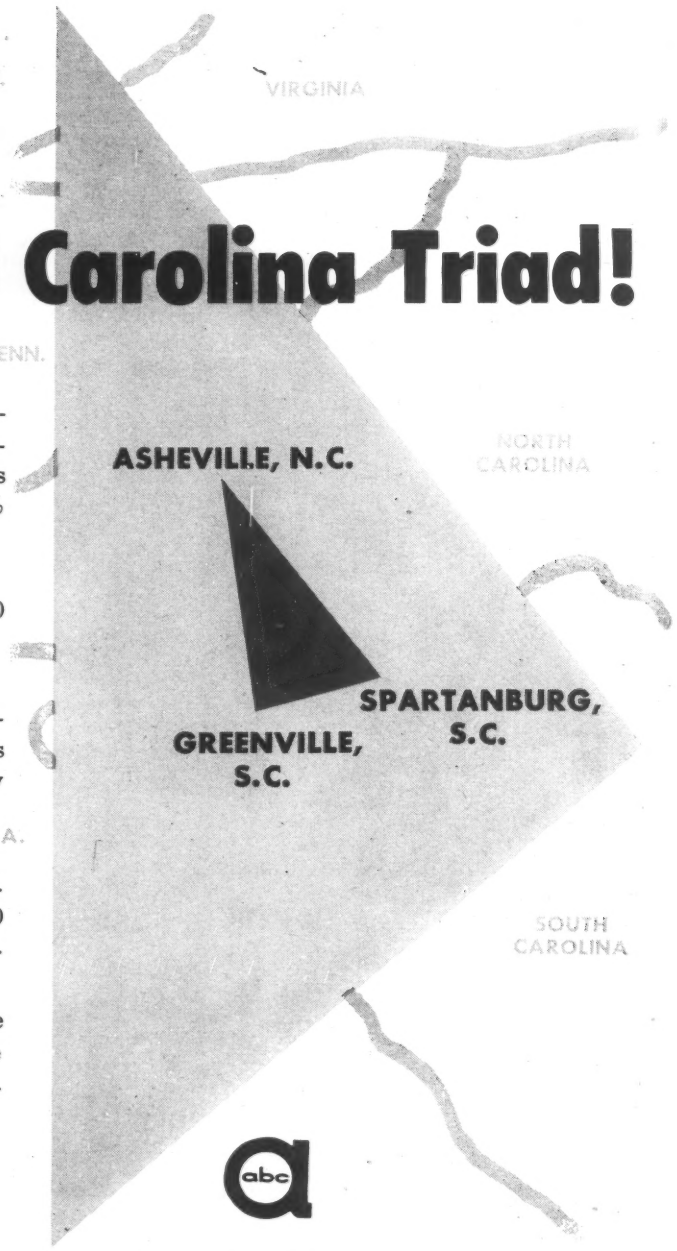
Station Share-Homes-Reached
Sign-on to Sign-off

Station Y	39.5%
WLOS-TV	**37.7%**
Station Z	22.8%

Just watch for the next rating report!

MORE FIRSTS ARE ON THE WAY

under WLOS-TV's progressive *new* ownership and management... working always to provide the tops in entertainment and audience!



abc

WLOS-TV

towering new force in Southeastern TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers, Co.

WOMETCO ENTERPRISE

decide in each instance whether a particular practice is unfair. The FTC added that purchasers may be led to buy a product after seeing what they believe is a valid test or demonstration and if such advertising is untrue it would mislead purchasers into buying it. "The law is well settled that the public is entitled to buy what it thinks it is buying," the FTC said.

The FTC said the record fails to establish, however, that the demonstration does not prove the product is resistant to both heat and cold. An expert had testified that no damage would occur from flaming gasoline and the water for a period of five seconds, even without wax. But he did not testify whether damage would occur over the specific time of the fire-water demonstration in the commercial, 12 seconds. He said he didn't believe gasoline would burn long enough to cause damage.

L&M heads 1st quarter radio spot advertisers

It's a smoke trail in spot radio. Five tobacco giants are among spot radio's first-quarter leaders and one firm, Liggett & Myers Tobacco, leads the pack.

According to Radio Advertising Bureau, spot radio's second best customer in the first quarter of this year was Thomas Leeming & Co. (Pacquins, Ben-Gay, Silk 'n Satin).

Here are the top 10 advertisers in spot radio: 1, Liggett & Myers Tobacco; 2, Thomas Leeming & Co.; 3, R.J. Reynolds Tobacco; 4, Ford Motor; 5, P. Lorillard; 6, American Tobacco; 7, Pharmaco Inc.; 8, Campbell Soup; 9, Beneficial Finance; 10, Philip Morris.

The second 10: 11, The Borden Co.; 12, Plough Inc.; 13, Bristol-Myers; 14, Sinclair Oil; 15, B.C. Remedy Co.; 16, Chattanooga Medicine Co.; 17, Miles Labs; 18, Tetley Tea Co.; 19, Standard Oil of New Jersey; 20, Sterling Drug.

Brand Advertisers in Thousands • RAB notes that in compiling the top 20 ranking, it drew from more than 1,100 brand advertisers using spot radio during the first quarter and based the sample on sources accounting for about half of all spot radio sales.

A month ago, RAB had revealed actual first-quarter estimates of spot radio expenditures by leading tobacco firms (BROADCASTING, May 18). The billing figures came from a study conducted for the bureau by executives Radio Research Bureau. That study, measuring activity in the top 100 markets, placed Liggett & Myers' mark at $1.4 million; R.J. Reynolds at $900,000; P. Lorillard at $660,000; American Tobacco at $600,000 and Philip Morris at $400,000.

NIELSEN MADE EASY VIA MAP

Atlanta agency invents chart technique for 'instantaneous picture' of NCS No. 3

An Atlanta-based agency has devised a way to portray visually the marketing route of a tv campaign.

Liller, Neal, Battle & Lindsey, which also operates out of offices in Richmond and New York, has put together a novel adaptation of Nielsen Coverage Survey No. 3 (county-by-county data on tv station coverage). To quickly chart its path through the thicket of tv coverage statistics, the agency utilizes the following tools:

• A base map, mounted on cardboard that shows the outline of counties in clear type.

• Three-color acetate transparent cut-outs, each showing a station's county coverage.

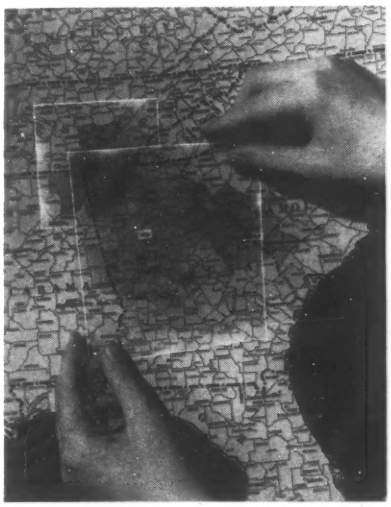
• A color key for each of the cut-outs: yellow, blue and red. Each color represents a percentage of total homes in a county covered—yellow is 25-50%, blue is 51-75% and red is 76% or above.

• Each of the individual plastics is prepared for every station in the area for which the agency has NCS No. 3 and for other subscribing stations willing to send the agency necessary data. The total of stations so mapped is over 125.

The cut-outs are placed overlay on the map. The 25% cut off, according to the agency, is "arbitrary" and certainly not an important detail. What's wanted is a "quick, visual presentation of the voluminous data in NCS No. 3."

Pamela Tabberer, media director of the agency, explained the background of the quickie method: "We call it our 'NCS instant coverage kit'," she says, adding that there are "no fancy formulas, just straight NCS data out of the book. From the county listings, we've made up three-color acetate cut-outs, one for each station.

"When we have a coverage question we just pull cut-outs from a file and thumbtack them to a base map on the wall. It shows us any station's coverage area at a glance."



QUICK VISUAL AID
For Nielsen facts and figures

No Substitute • "It's not a substitute for the NCS report books. But it gives us a quick look at a station or a station lineup without having to go back to the books again and again for the data we've looked up before."

Miss Tabberer adds, however, that when the agency becomes involved in detail comparisons of station coverage, its media people go to the Nielsen figures. The map, she says, "enables us to give anyone an instantaneous picture of television coverage in any market or group of markets."

These are some of the uses Liller, Neal, Battle & Lindsey has found for the technique:

For direct comparison of competitive stations in the same market, overlap and duplication of adjacent markets; to enable the agency to ascertain quickly during a tv campaign's planning the coverage of a group of markets—"see where the gaps are, or suggest adding stations where we need extra coverage"; and to permit clients to have a speedy picture of coverage they can receive for any particular campaign.

Brock Campaign • Liller, Neal Battle & Lindsey has used the coverage map to chart out its tv campaign for Brock candy (Brock Candy Co., Chattanooga, Tenn.). As seen on the map, the various colors and overlay appear in the southern area of the U.S., concentrating mainly on western North Carolina, most of South Carolina, into Georgia, Florida, Alabama, Mississippi, Kentucky and eastern Tennessee.

Rent-A-Car, Mayer looking for agency

Two prestige accounts, Hertz Corp. (Rent-A-Car) and Oscar Mayer & Co., were still "loose" last week, despite agency bids for business totaling $5.5 million.

Hertz completed three days of hearings and mulled over various agency presentations, but reportedly had not decided whether to shift its $4 mil-

The Colonel is Proud to Beat the Drum Loudly

FOR WRVA-RADIO

WEST

KBOI — Boise	5,000
KHOW — Denver	5,000
KGMB-KHBC — Honolulu-Hilo	5,000
XEAK — San Diego	50,000
KIRO — Seattle	50,000

MIDWEST

WHO — Des Moines	50,000
WOC — Davenport	5,000
WDZ — Decatur	1,000
WDSM — Duluth-Superior	5,000
WDAY — Fargo	5,000
WIRE — Indianapolis	5,000
KMBC-KFRM — Kansas City	5,000
WISC — Madison, Wisc.	1,000
WMBD — Peoria	5,000

EAST

WCBM — Baltimore	10,000
WWJ — Detroit	5,000
WJIM — Lansing	250

SOUTHWEST

KFDM — Beaumont	5,000
KRYS — Corpus Christi	1,000
WBAP — Fort Worth-Dallas	50,000
KTRH — Houston	50,000
KENS — San Antonio	50,000

SOUTHEAST

WRVA — Richmond	50,000
WLOS — Asheville	5,000
WCSC — Charleston, S. C.	5,000
WIST — Charlotte	5,000
WIS — Columbia, S. C.	5,000
WPTF — Raleigh-Durham	50,000
WDBJ — Roanoke	5,000

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NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WRVA

VIRGINIA'S LARGEST

SINGLE ADVERTISING MEDIUM

RADIO

Produces Sales Through

★ **Coverage**

WITH THE ONLY 50,000 WATT POWER IN VIRGINIA

★ **Circulation**

REACHING MORE THAN THREE TIMES AS MANY RADIO HOMES AS THE SECOND STATION IN THE MARKET

★ **Programming**

GEARED TO THE FAMILY TASTE 24 HOURS AROUND THE CLOCK ALL WEEK

★ **Personalities**

THAT INSPIRE CONFIDENCE AND BELIEVABILITY

★ **Public Service**

THAT CREATES EXCITEMENT AND RESPONSE IN THE ENTIRE COMMUNITY

★ **...and now,**

NBC AFFILIATION

WRVA-RADIO

RICHMOND, VIRGINIA

DIAL 1140 AM • 94.5 FM

50,000 WATTS • NBC RADIO

lion Rent-A-Car account from Campbell-Ewald Co. Its car and truck lease service account, handled by Needham, Louis & Brorby, is not involved. Hertz currently is active in spot tv over 13 stations in 11 key markets through August.

Oscar Mayer (meat products) reported it is not likely to announce a new agency for a fortnight. It is moving its $1.5 million account (about half in broadcast media) from Wherry, Baker & Tilden in September or October. (The agency becomes Baker, Tilden, Bolgard & Barger July 15.)

FALL SCHEDULE
Networks' evenings nearly all sold out

With the networks' fall nighttime schedules near the sell-out point, the "open" areas in which Johnny-come-lately national advertisers could maneuver are becoming more limited.

Some new signings, however, were reported at each of the networks. ABC-TV and NBC-TV still have time available, but each has narrowed the openings. CBS-TV was 45 minutes per week away from saturation. Per network:

CBS-TV—Technically, as of Thursday (June 25), a national advertiser could find only this limited "availability" remaining. A half of *Space,* a Ziv production slotted for Wednesday, 8:30-9, and a third of *Lineup,* a 60-minute show that starts at 7:30 that night.

Newly-committed for *Lineup* are Vicks Chemical (vapor rub) and Peter Paul Mounds (candy), each picking up a third of the show.

ABC-TV—A new programming decision reportedly will place *Colt 45* into the 7-7:30 period on Sunday, thus advancing the start of network service a half hour that night. NBC-TV already has plans to open its Sunday night period at 7 o'clock with *Riverboat,* an hour-long production. Next up that night at 7:30 on ABC-TV is *Maverick.*

ABC-TV also picked up Ludens Inc., via J.M. Mathes, for part sponsorship of *Alaskans, Adventures in Paradise, Untouchables* and *Bronco,* and set *You Asked For It* for the Thursday, 7:30-8 p.m. period, for which Skippy peanut butter (Best Foods via Guild, Bascom & Bonfigli) is said to be signed.

NBC-TV—Advertisers for the fall continued to assemble. Among them: Bulova Watch, through McCann-Erickson, for *People Are Funny* at Friday, 7:30-8 p.m. Alternate sponsor on that show is Greyhound, via Grey. Still others were being signed for specials which will fill a large part of the NBC-TV schedule.

A summer job • That's the prize given to Howard Williams (c), Southern Methodist U. student, for winning the annual Clarke, Dunagan & Huffhines Inc., Dallas, advertising fellowship competition. He was also presented with a plaque by agency principals (l) Devane Clarke and C.C. Huffhines.

Guild, Bascom agency realigns staff, policy

Realignment of staff personnel and responsibilities at Guild, Bascom & Bonfigli, San Francisco, was announced last week by Walter Guild, GB&B president. Changes involved cover the media, creative and account service areas.

The major shuffle was in the media department. Heretofore, media buying for accounts serviced in the various GB&B branch offices was centralized in San Francisco, but under the change, the New York and Seattle offices will handle buying for their accounts. Frank Gianatassio, formerly a media buyer for Ogilvy, Benson & Mather, New York, has been named media director of GB&B's New York office. In Seattle, Collen Mattice, media director, will supervise buying for Carling and Heidelberg beers.

Creative activities on all accounts will continue to be centered in San Francisco headquarters. William Franklin, formerly coordinating account executive on Ralston Purina, has been appointed creative administrator on all accounts. Richard Tyler, previously administrative head of the media department, succeeds Mr. Franklin as coordinating account executive on Ralston, and he, in turn, is replaced as administrative head of the media department in San Francisco by Lyn Gross, previously media director there.

In Hollywood, George Allen, tv business manager, assumes additional responsibilities as coordinator of all activities there. Karl Gruener will be in charge of all tv program procurement and Dave Fulmer will head tv commercial production.

New York ad folk elect new officers

The Assn. of Advertising Men & Women, New York, last Tuesday (June 23) installed Stanley H. Rubin, account representative, Elite Letter Co., as president. G. James Proud, president of Advertising Federation of America administered the oath of office. The group's annual member award for significant contributions to the organization during the year, the Australian Cup, was presented to Stanley Linden of D.H. Terwilliger & Co., who also was installed as a vice president.

Other new officers are: Alan Jacobson, copy consultant, vice president; Dorothy Nixon, Lever Bros., secretary, Shirley Reed, Bureau of Advertising, assistant secretary, and Fred Matase, Pronto Addressing & Mailing Service, treasurer.

Labor Dept. booklet

Wage-earners, with a workweek shortened by 15 to 20 hours since 1900, have more leisure time for hobbies, sports, education, and travel *and* a greater margin of funds to use for these pursuits, according to a study by the U.S. Labor Dept. The study traces changes in American city workers' buying habits since 1875.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 18-24 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 18	Real McCoys (8:30 p.m.)	ABC-TV	18.5
Fri., June 19	77 Sunset Strip (9:30 p.m.)	ABC-TV	17.6
Sat., June 20	Gunsmoke (10 p.m.)	CBS-TV	25.7
Sun., June 21	What's My Line (10:30 p.m.)	CBS-TV	27.8
Mon., June 22	Desilu Playhouse (10 p.m.)	CBS-TV	29.2
Tue., June 23	Rifleman (9 p.m.)	ABC-TV	23.8
Wed., June 24	This Is Your Life (10 p.m.)	NBC-TV	24.6

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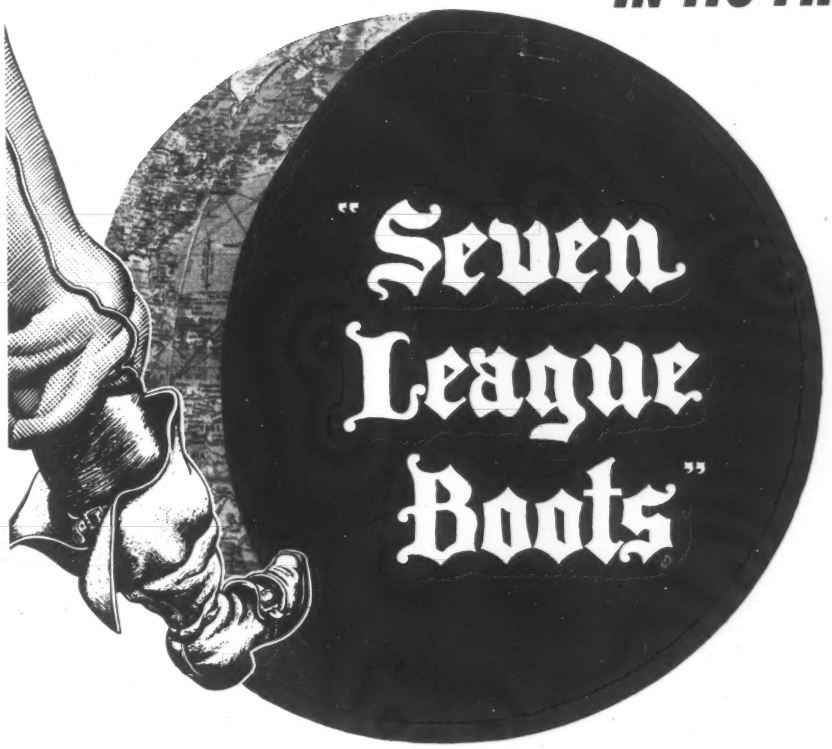

including
PORTER-SCARPELLI MACARONI
(Multi-Market Regional)

KBTV DENVER
KOMO-TV SEATTLE-TACOMA
WGR-TV BUFFALO
KPHO-TV PHOENIX
WNEP-TV SCRANTON-WILKES BARRE
KGUN-TV TUCSON
KCTV SAN ANGELO
KRDO-TV COLORADO SPRINGS
KLYD-TV BAKERSFIELD

39 ACTION-FILLED HALF-HOUR TRAVEL ADVENTURES FILMED EXCLUSIVELY FOR THIS SERIES

A new world of excitement on television with never-before-photographed exploits and feats. "Sin, Smoke and Singapore," "Dead Sea Scrolls," "The Happy Kingdom of Hunza," "Strong Men of Persia," are just a few of the fascinating episodes.

PRODUCER AND HOST
JACK DOUGLAS
Famous for his Emmy-winning series such as "I Search For Adventure," "The Golden Voyage," and the NAFBRAT award-winning network series "Bold Journey," sponsored by Ralston-Purina.

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TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
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SPECIAL REPORT

RURAL SERVICE: CATV, BOOSTERS?

Senate Commerce subcommittee to begin hearings on issue of who will feed remote areas and how it will be done.

The dual-pronged battle between community antenna systems and western broadcasters—and between catv operators and booster adherents—will be joined tomorrow before the U.S. Senate.

A Senate Commerce Committee subcommittee will begin taking testimony from booster advocates, catv proponents, broadcasters and the FCC on the subject of distribution systems that have brought tv signals into hamlets and inaccessible areas of the country.

Booster boosters, led by the venerable Ed Johnson, longtime Senator from Colorado (and long-time chairman of the Senate Commerce Committee) and former Governor of Colorado, will testify on the FCC's recommendations that the Communications Act be amended to permit proper federal supervision of on-channel and off-channel vhf repeater stations.

Broadcasters will testify in favor of booster operation and, vigorously, against unregulated catv operations.

The catv operators will appear in force to turn back this tide. They will oppose the FCC's recommendations regarding legislation to require them to secure the permission of the station whose signals they pick up and to the requirement that they carry the local station if so requested—and to plump for their own version of legislation bringing them under FCC regulation.

The Washington meeting comes one week after the eighth annual convention of the Nation Community Assn. in Philadelphia, which saw more than 500 catv operators in attendance.

The Capitol Hill hearings also came one week after the FCC postponed five microwave relay grants which proposed to bring distant-city tv signals to cable companies.

Hearing Schedule • The hearing, before the Senate Commerce Committee communications subcommittee — with Sen. John Pastore (D-R.I.) presiding— will hear the following witnesses, according to the scheduled lineup as of last week:

June 30—Former Sen. and Colorado Gov. Ed. Johnson and group representing boosters.

July 1—Sen. Frank E. Moss (D-Utah), George Hatch, KUTV (TV) Salt Lake City, Utah; Ed Craney, KXLF-TV Butte, Mont.; Rex G. Howell, KREX-TV Grand Junction, Colo.; Marshall H. Pengra, KLTV (TV) Tyler, Tex.; Forrest E. Cooper, Lakeview, Ore.; Frank Reardon, KGEZ-TV Kalispell, Mont.; Bill Grove, KFBC-TV Cheyenne, Wyo.

July 7—Harold E. Fellows, NAB; Barclay Craighead, Walter H. Marshall, KXLJ-TV Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio; David Gentling, KROC-TV Rochester, Minn.; Lawrence Berger, KTWO-TV Casper, Wyo.

July 9—Rep. E.Y. Berry (R-S.D.), Tex Olsen, Richfield, Utah; Clifton Collins, Charles Clements, Ephrata, Wash.; Ben Adler, Adler Electronics Inc.; Rep. Keith Thomson (R-Wyo.), A.J. Malin, Laconia, N.H.; E. Stratford Smith, general counsel, NCTA; Henry Griffing, Oklahoma City, Okla.; A. Earl Cullum Jr., Dallas, Tex.; Archer Taylor, Missoula, Mont.; Robert Murphy, Casper,

CONTINUED page 42 ►

WHAT THE SHOUTING IS ABOUT

What are community antenna systems, boosters and translators and how did the present dispute over their futures come about?

When the FCC instituted its tv freeze in 1948—the action that put television application processing on ice for four years—it didn't realize it was going to be godfather to a host of secondary tv problems that one day would engage the attention of the Congress of the United States.

Because tv was "frozen" for four years, many homes that were outside the range of the then existing 108 tv stations went to extraordinary lengths to pick up tv signals. Not unusual were 100-ft. towers bearing dipoles in the backyards of country estates and farm homes 50 or even 100 miles away from big city tv outlets. Many similar receiving installations cropped up in communities located in valleys whose surrounding mountains constituted an iron curtain against the entry of tv signals.

Community Antennas • It was then, in 1950, that there appeared in several small Pennsylvania communities the phenomenon now known as community antenna tv systems. Unable to receive tv signals because of the mountainous terrain of central and western Pennsylvania, groups of local businessmen banded together to put up on the nearest and highest mountain a custom-engineered receiving antenna which could capture the tv programs winging overhead. These signals via coaxial cable were carried down the mountain top and to the homes of subscribers. Naturally there was a fee, and since the early 1950's, these systems have burgeoned and become successful throughout the United States.

In recent years, catv operators have not been content to just reach up for tv signals; they have begun to reach out for them. Through the medium of microwave relays many cable companies have brought their customers more big city programs from farther and farther away, or have improved immeasurably the calibre of their pictures through this ability to bring in a stronger picture signal.

There are now about 700 community antenna systems serving about 500,000 customers—with about 50 microwave relay systems serving over 100 local cable companies.

Boosters • In the Far West—par-

CONTINUED page 42 ►

PORTLAND GOES ABC-TV WHEREVER ABC-TV GOES!

Until recently, the ABC-TV affiliate in Portland, Ore., was KGW-TV. Late in April, ABC switched affiliates with another network, replacing KGW with KPTV.

Here's what happened, according to the May Nielsen:

KGW, minus its ABC affiliation, saw its share of audience drop in one short month from 43.0 to 24.8 — a loss of almost 50%!

KPTV, bolstered by its new ABC affiliation, increased its share of audience from 25.2 to 34.4 — an increase in audience of 37%.

Before the switch, KGW beat KPTV in 60 out of the 84 quarter-hour time periods measured by Nielsen. After the switch, the situation was almost exactly reversed — ABC's new affiliate beat its former one in 56 of those 84 time slots.

If you can't beat 'em, join 'em.

ABC TELEVISION

Source: Nielsen NSI, March vs. May, Sunday-Saturday, 7:30-10:30 PM (NYT)

Rural service: CATV, boosters? CONTINUED

Wyo.; Glenn Flinn, Tyler, Tex.; Robert J. Tarleton, Lansford, Pa.; Sanford Randolph, Clarksburg, W.Va., and Milton J. Shapp, Jerrold Electronics Corp.

The FCC will be heard following the testimony of these witnesses.

The Senate hearings are a repeat of last year's sessions which heard many of the same witnesses on behalf of much the same positions.

In a report issued early in 1959, Kenneth Cox, special tv counsel to the Senate Committee, urged that the FCC take jurisdiction over boosters and put some restraints on the unregulated cable companies (BROADCASTING, Jan. 12).

Key to the hearings is the FCC's report last April in which the Commission decided to accept jurisdiction over booster—after twice in the same number of years refusing to agree that it had this authority or should exercise it —and although ruling it had no power over the wired antenna companies recommended that Congress pass two pieces of legislation—to require catv systems to secure the permission of the station whose signals they carry and to require catv operations to carry the local tv station if they are requested to do so.

In accepting jurisdiction over boosters, the Commission asked Congress to revise the Communications Act to waive two sections—the one forbidding the issuance of permits to an applicant who has built before permission was granted, and the one requiring the presence of an operator at a broadcast station.

Legislation No. 1 • The legislation picture was the most important item on the agenda at the NCTA meeting in Philadelphia.

Community television operators agreed to a two-pronged attack at the Senate hearings: Oppose the boosters and the FCC's recommendations on catv.

They agreed on one affirmative action: To urge the passage of a bill which would place them under the jurisdiction of the FCC as a broadcast service.

NCTA sponsored a full-scale engineering study of boosters and will make the outcome of that research available to the Congress, the NCTA members were told. The engineering study was

What the shouting is about CONTINUED

ticularly in the northwestern states —a different approach to the lack of tv was taken. Here and there in the valley cities and towns of the Cascade Mountains, self-attended, low powered boosters sprang up. These ingenious and simple transceivers were arranged so they picked up a big-city tv signal, amplified it and broadcast it down into the valley to the few dozen or more homes there. This was definitely off-the-air transmission—but without benefit of FCC authority.

In fact, as Commission monitors began to detect these unlicensed signals and to locate them, U.S. marshals began padlocking the little huts in which the equipment was housed.

The booster people were enraged. Almost like Tennessee moonshiners playing hide and seek with "revenooers," the northwesterners pried the padlocks off the housings and resumed booster operation. They also began to pepper their Congressmen in Washington with outraged attacks on "bureaucracy."

The FCC stood fast. It issued a cease and desist order against one booster in the state of Washington. After a lengthy period, the U.S. Court of Appeals ruled that the Commission was right in its authority, but wrong in its approach.

Meanwhile the pressures from back home on Senators and Congressmen mounted—and were transferred down Pennsylvania Ave. to the FCC.

Translators • The Commission in 1956 bowed to the pressures—but took an oblique tack. It set up a new service, translators, which it offered to the booster advocates. But there was this kicker: whereas boosters operated on the vhf frequencies with all the benefits of that part of the spectrum (actually most of them received a vhf signal and boosted it along on the same vhf frequency), the translator took the vhf signal and was required to "translate" it to a uhf channel—specifically to the top 13 uhf channels (chs. 70-83).

Naturally, translators were more expensive—and also required viewers to adopt their receivers for uhf.

Thus boosters continued in operation—a nettle in the bosom of the FCC.

There is no authenticated report on the number of boosters, but they have been estimated to run to 1,000 or more. There are more than 200 translators operating in 125-odd communities. Boosters serve mostly small communities running from several dozen to a thousand or so tv homes; translators serve from several hundred to, in several instances, up to 50,000 tv homes.

In 1957 and again in 1958 the FCC issued orders for boosters to go out of business. In April of this year, succumbing to the pressures of practicality (as well as of Congressional delegations, state administrations and outraged citizens) it issued a final report which accepted jurisdiction over the on-channel booster—but only under strict technical restrictions.

The legal problems • But certain legislation is required to put into practice this unwilling authority. The Commission recommended to Congress that two sections of the Communications Act be revised to permit the booster business to be properly controlled. A law forbidding a grant to an applicant which has already constructed a station would have to be changed to legalize the existing 1,000-odd boosters, and the law requiring an operator to be in attendance would have to be amended to permit unattended operation.

As to community antenna systems the FCC in its report last April reiterated for the third time that it has no jurisdiction over what is ostensibly an intra-state wired service. It did recommend, however, that Congress tack on a couple of new provisions to the Communications Act. One was that catv systems must receive the permission of the stations whose signals it wished to pick up and deliver to its subscribers. The other was that the local catv operation must carry the local tv station when so requested.

As might be expected the solutions pleased no one. The booster protagonists are worried that the Commission's technical standards will be so stringent they will have won the battle but lost the war. The catv people—who hate booster operators —are out to make sure the booster advocates are hemmed in by operating regulations and also to fight against the two recommendations that touch their own operations.

These are the issues in the hearings beginning tomorrow before Sen. John Pastore (D-R.I.) and his communications subcommittee.

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for

YOUNG PRESENTATION

Effective July 1,
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Twin Cities viewing.
——→And let service-minded
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easy for you to capitalize on
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Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

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317 No. Eleventh St.
St. Louis, Mo.
Main 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
Hollywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
Yukon 6-6769

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Woodward 3-6919

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undertaken by A. Earl Cullum, Dallas, Tex., consulting engineer, and included a number of engineers associated with the cable industry.

In an effort to win telecasters to their side, NCTA hired William T. Stubblefield, broadcast consultant, to interview small town telecasters.

For guidance on Capitol Hill, NCTA has hired the Washington law firm of Weaver & Glassie.

A slashing attack on the forces that are attacking community television systems was delivered to the membership by E. Stratford Smith, Washington attorney and general counsel of the association.

Mr. Smith sketched the strategy of the NCTA in its appearance before the Senate committee and held out hope that the organization would be able to prove that boosters interfere with other services and that they should be strictly controlled.

He also lashed out at the FCC's recommendations for legislation affecting catv systems. He termed both the proposals unconstitutional and against the public interest. He said that the requirement that cable companies get permission from the stations whose signals they carry might very well lead to a conspiracy and monopoly.

Mr. Smith also told the group that the organization would fight the two broadcaster lawsuits, one in Montana in which Ed Craney has filed a copyright complaint, and the other in Idaho where two Salt Lake City stations have asserted property rights in the signals which are being picked up and delivered to a catv system.

The NCTA membership heard its president, Lloyd A. Calhoun of Hobbs, N.M., report that the organization has grown to 365 members—a gain of 59 over the number last year.

The NCTA board also approved the establishment of a full-scale public relations program.

Elected president of the organization for 1959-60 was A.J. Malin, owner-operator of the 1,500 subscriber catv operation in Laconia, N.H. Mr. Malin also owns WWNH Rochester, N.H.

They also heard Sen. Jennings Randolph (D-W.Va.) speak on public and civic relations; Pennsylvania Gov. David L. Lawrence; and panels and round tables on technical and management problems.

Postpone Grants • The FCC last week postponed the effective dates of these microwave systems following the granting of protests by television stations:

• Montana Microwave, extension of its service from Missoula to Helena, Mont., feeding Spokane tv signals. The action was taken following remand by the U. S. Court of Appeals after the Commission denied a protest filed by KXLJ-TV Helena. The Commission set July 24 for oral argument.

• Mesa Microwave Inc., feeding San Antonio, Tex., tv signals to Laredo, Tex. Protested by KGNS-TV Laredo.

• Mesa Microwave Inc., feeding Jacksonville, Fla., tv signals to Tallahassee, Fla. Protested by WCTV (TV) Thomasville, Ga.

• Carter Mountain Transmission Corp., feeding Casper, Wyo., tv signals to Riverton, Lander and Thermopolis, Wyo. Protested by KWRB-TV Riverton.

• East Texas Transmission Corp., feeding Dallas-Fort Worth tv signals to Tyler and Jacksonville, Tex. Protested by KLTV (TV) Tyler, Tex.

The protests, all generally similar, maintained that the distribution of distant big city tv signals would only serve to put them out of business, or in effect force them to degrade their services to the extent the public would suffer. The broadcasters also charged that these moves would upet the Commission's table of tv allocations.

Microwave systems

One of the most significant areas in the cable antenna field in recent years has been the growth of microwave relay circuits to bring in more distant tv stations and to improve the calibre of the local catv picture. Some bring tv signals more than 300 miles to small towns.

It is the particular target of many broadcasters who feel the FCC in authorizing these radio relay systems is helping to destroy local tv stations—also licensed by the Commission.

Here are the specialized common-carrier systems using microwave links and the cable companies they serve:

Antenna Service Co.—Feeds Phoenix, Ariz., tv signals to Winslow and Page, Ariz.

Antennavision Service Co.—Feeds Phoenix, Ariz., tv signals to Clifton, Morenci, Safford, Winslow, Holbrook, Springerville, St. Johns, Snowflake and McNary, all Ariz., and Silver City, N.M.

Arizona Microwave System Co.—Feeds Tucson, Ariz., tv signals to Douglas, Ariz.

Blackhills Video Co.—Feeds Denver tv signals to Rapid City, S.D.; San Antonio tv signals to Victoria, Tex.; Nashville and Jackson, Tenn., tv signals to Paducah, Ky.; St. Louis tv signals to Poplar Bluffs and Dexter, Mo., and to Paducah, Ky.; Lubbock, Tex., tv signals to Clovis, N.M.; Memphis, Tenn., tv signals to Greenville, Miss.

Cerracchi & Co.—Feeds Buffalo, N.Y., and Scranton, Pa., tv signals to Ithaca, N.Y.

Carter Mountain Transmission Corp.—Feeds Idaho Falls, Idaho, tv signals to Cody, Basin, Greybull, Lander, Powell, Riverton and Worland, all Wyoming; Idaho Falls and Casper, Wyo., tv signals to Thermopolis and Riverton and Lander, all Wyo.; Billings, Mont. tv signals to Miles City, Mont.; Casper, Wyo., tv signals, to Powell, and Cody, Wyo.

Collier Electric Co.—Feeds Denver tv signals to Sterling, Colo.; Sidney, Kimball, Alliance and Scottsbluff, Nebraska.

Columbia Basin Microwave—Feeds Spokane, Wash., tv signals to Moses Lake, Wash.

Dakota Microwave Co.—Feeds Sioux City, Iowa, tv signals to Mitchell, S.D.

East Texas Transmission Co.—Feeds Dallas-Ft. Worth tv signals to Tyler and Jacksonville, Tex.

Great Plains Microwave Co.—Feeds Amarillo, Tex., tv signals to Perrytown, Tex.

Idaho Microwave Inc.—Feeds Salt Lake City tv signals to Twin Falls, Idaho.

Inland Microwave Co.—Feeds Spokane, Wash., tv signals to Richland, Wenatchee, Cashmere and Kennewick, Wash., and to Pendleton, Ore.; Cedar Rapids, Davenport, Waterloo, Iowa, and Rock Island, Rockford, Ill., tv signals to Dubuque, Iowa.

Intermountain Microwave — Feeds Spokane, Wash.; Kalispell and Great Falls, Mont., and Lethbridge, Canada tv signals to Cut Bank, Havre and Shelby, Mont.

Major Electronics—Feeds one Portland, Ore., tv signal to Coquille, Ore.

Mesa Microwave Inc.—Feeds Oklahoma City tv signals to Altus and Magnum, Okla.; Jacksonville, Fla., tv signals to Tallahassee, Fla.; Amarillo, Tex. tv signals to Memphis, Childress and Wellington, Tex., San Antonio tv signals to Laredo, Tex.; Fort Worth tv signal to Ardmore, Okla.

Micro-Wave Inc.—Feeds Amarillo tv signals to Liberal, Kan.

Microwave Service Co.—Feeds Memphis, Tenn., tv signals to Amory, Miss.

Midwest Microwave Inc.—Feeds Chicago tv signals to Peru, Ill.

Montana Idaho Microwave Inc.— Feeds Idaho Falls tv signals to Bozeman, Mont.

Montana Microwave—Feeds Spokane tv signals to Kalispell and Missoula, Mont.; Spokane and Butte, Mont., tv signals to Helena, Mont.

New York Penn Microwave Corp.—Feeds Rochester and Buffalo, N.Y., and Scranton, Pa., tv signals to Corning, N.Y.

Penn Microwave Co.—Feeds two New York City tv signals to Hazelton, Pa.

Potomac Valley Telecasting Corp.—Feeds Washington, D. C., tv signals to Cumberland, Md.

Service Electric Co.—Feeds one New York tv signal to Milton, Lewisburg, Watsontown, Danville, Mahanoy City, Berwick and Pottsville, all Pennsylvania.

Shirley Basin Transmission Co.— Feeds Albuquerque, N.M., tv signals to Farmington and Aztec, N.M.

Southwest Texas Transmission Co.—Feeds San Antonio tv signals to Eagle Pass and Del Rio, Tex.

Superior Communications Co.—Feeds Duluth, Minn., tv signals to International Falls, Mont.

Telecommunications Inc. — Feeds Spokane, Wash., tv signals to Baker, LeGrande and Union, Oregon.

Teleview Networks—Feeds Billings, Mont., and Casper, Wyo., tv signals to Sheridan and Buffalo, Wyo.

Television Microwave Inc.—Feeds Salt Lake City tv signals to Elko, Nev.

Thunder May Microwave Co.—Feeds Cadillac, Flint, Bay City and Traverse City, Michigan, tv signals to Alpena, Mich.

Valley Microwave Corp.—Feeds Birmingham, Ala., tv signals to Florence, Sheffield and Tuscumbia, all Ala.

Western Communication Service—Feeds Abilene and Sweetwater, Tex., tv signals to San Angelo, Tex.

Western Tv Relay Inc.—Feeds Oklahoma City tv signals to Elk City, Okla.

There are also three Bell System telephone companies which are serving catv systems. These are:

Bell System of Nevada—Feeds San Francisco tv signals to Reno, Nev.

Mountain States Tel. & Tel. Co.—Feeds Denver and Cheyenne tv signals to Casper, Wyo.; Cheyenne tv signal to Rawlings, Wyo.

Southern Bell Tel. & Tel.—Feeds Miami, Fla., tv signals to Key West, Fla.

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SEC. 315 GETS LUMPS IN HEARING

Pastore offers compromise on requested curb; House turn today

Hearings on Sec. 315 of the Communications Act were closed in the Senate Thursday (June 25) following a five day run, with the debate scheduled to re-open today (Monday) some 600 yards away in the House.

And, the Senate Commerce Communications Subcommittee will report out a limited amendment to the equal time broadcasting headache — but Chairman John Pastore (D-R.I.) has made it clear that the approved measure will not be outright repeal—or even the exemptions of Sen. Vance Hartke's (D-Ind.) S 1858.

Sen. Pastore's approach: correct the Lar Daly decision on newscasts and "then go as far beyond that as we can without getting into controversy."

He has repeatedly stressed that any amendment reported out must be a simple one that will not run into opposition on the Senate floor.

Hartke's Approach Different • Sen. Hartke has taken a different tack. He says that the committee should report out a strong bill and let any cutting be done on the Senate floor.

A week ago, Sen. Pastore had favored an amendment proposed by Comr. Frederick W. Ford (BROADCASTING, June 22), but he was dissatisfied with the commissioner's detailed explanation last week (see box, page 54).

The subcommittee is considering four bills amending Sec. 315. S 1858 is by far the most desired by broadcasters. It would exempt newscasts, panels, debates and similar shows from Sec. 315, exempts broadcasters from libel and defines eligible candidates for public office. S. 1585, by Sen. Strom Thurmond (D-S.C.) exempts newscasts, panels, discussion and similar programs (it is identical to one section of the Hartke bill). S 1604, by Sen. Gordon Allott (R-Colo.), and S 1929, by Sen. Spessard Holland (D-Fla.), exempt newscasts only from equal time provisions of the Communications Act.

Witnesses Advocate Repeal • In the face of this obvious feeling of the majority of the committee members, many of last week's witnesses urged above all outright repeal of Sec. 315. Failing this, they said, approval of the entire Hartke bill is the minimum measure that would protect their abilities to cover the 1960 campaigns.

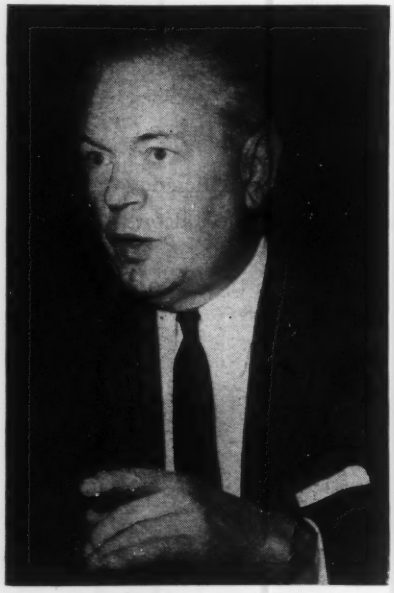
However, Sens. Pastore and Thurmond repeatedly pointed out that this session of Congress is nearing its end and that the only hope for action by both houses is a simple, direct, non-argumentative measure.

Following adjournment of the hearings Thursday, Sen. Pastore said his subcommittee will meet with the FCC and others after the official record is finally closed tomorrow (Tuesday) to draft an amendment to submit to the full Senate. This meeting probably will take place this week, he said, and the resulting bill then could be placed before the full Commerce Committee at its next meeting, July 8.

The chairman said that he had leaned toward language similar to the Thurmond bill and the corresponding section of the Hartke bill, but he now is afraid that even this proposal will not receive Senate approval.

Political Angle in House • The Communications Subcommittee of the House Commerce Committee begins three days of hearings today on seven bills amending Sec. 315. These hearings were scheduled by Rep. Oren Harris (D-Ark.), chairman, following charges that the Justice Dept. had intervened in the Lar Daly case at the FCC improperly and had exerted pressures on the FCC.

This charge was made in a partisan



One complete remedy • NAB President Harold Fellows sees repeal of Sec. 315 as the only remedy to "the unrealistic situation in which we find ourselves."

RTNDA hits "censorship" • News Directors John F. Lewis (l) (of WBAL-AM-TV Baltimore) and Ralph Renick (WTVJ [TV] Miami), speaking for the Radio and Television News Directors Assn., accuse the FCC of censorship through Sec. 315 and urge law's repeal. Mr. Renick, also an outspoken advocate and practitioner of broadcast editorializing, is RTNDA president.

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AN EDITORIAL

A WORKABLE CURE FOR SEC. 315

Let's cut out the doubletalk and write an intelligible bill

IN the past 10 days a score of broadcasters have argued tellingly before the Senate Communications Subcommittee for corrections in the idiotic law governing political broadcasting.

At least as many are ready to make equally vigorous proposals to the House Communications Subcommittee which begins hearings today.

If the records of the two hearings could be confined to the presentations of broadcasters who actively seek the full responsibilities of managing vital media of journalism, major repairs in the law would be assured. Unhappily, distractions are being introduced by bureaucrats and little-minded lawyers. There is a danger that central issues will be obscured by nit-picking arguments over legal wording. No great idea has yet been expressed by "to wit" or "whereas."

In the testimony of a few of the broadcasters who have appeared at the Senate hearings, the debilitating advice of the tut-tut type of lawyer has been evident. This is not the kind of advice that makes Peter Zengers or Joseph Pulitzers. The more of this advice that creeps into the present proceedings, the less chance there is for broadcasting to attain emancipation.

It is not important to examine the motives of the lawyers in private practice who are recommending a cautious approach to the modification of Sec. 315. As resourceful men they could undoubtedly find a replacement for the income they have historically enjoyed from the necessarily illogical applications of an illogical law. It *is* appropriate, however, to look into the reasons for the bureaucratic advice the Senate subcommittee has been given by the majority of the members of the FCC.

A document submitted to the subcommittee last week by the FCC majority was a striking demonstration of (1) the futility of trying to write a law which will subsitute for experienced editorial judgment and (2) the inherent disinclination of a government bureau to relinquish power.

The document was a "clarification" of the single paragraph which the FCC majority, a week before, had proposed as an amendment to Sec. 315. The paragraph would exempt from equal time requirements newscasts and "special events such as political conventions." It contained this phrase: "But this proviso shall not except licensees who broadcast such news and special events from an objective presentation thereof in the public interest."

Last week's "clarification" struggled for 818 words to define "newscast." "special events" and "objective presentation" without succeeding in defining any of them. It did succeed, however, in making clear that if the Commission's amendment were adopted, there would be infinitely more work for lawyers and less freedom for broadcasters. Anyone who is in sympathy with the First Amendment must be appalled by the idea that the FCC would be required by law to examine regularly each station's record for "objective presentation" of news.

There have been suggestions by witnesses other than the FCC for changes in the language of the bills now before the Senate. The more we examine these proposals the more convinced we are that tinkering with the present law by adding a subsection here or inserting a proviso there will lead only to the creation of new difficulties.

As we have said from the beginning, the outright repeal of Sec. 315 is the only action which makes complete sense. But repeal is not to be had at this session of Congress. The next best thing is to throw out the whole of Sec. 315 as it now exists and replace it with a law so simply worded it will be universally understandable without the incessant (and expensive) interpretation of lawyers.

IF we were asked to draft a law which had a chance of passage and would eliminate the most undesirable features of the present Sec. 315, it would, in essence, go like this:

"The original Sec. 315 and its amendments to date are repealed.

"Here is the new Sec. 315:

"If a broadcast licensee allows a

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vote by the House Legislative Oversight Subcommittee, also chaired by Rep. Harris and which has many common members with the Communications Subcommittee. Rep. John Bennett (R-Mich.), ranking minority member of both committees, loudly accused the Democratic majority of pressure.

Following a directive from the White House, Attorney General William Rogers asked that the Justice Dept. be allowed to participate in the FCC's reconsideration of the Lar Daly case and recommended that the Commission reverse its February decision. Two weeks ago, the FCC reaffiirmed the Lar Daly ruling. Assistant Attorney General Robert Bicks is scheduled to testify before the Harris committee tomorrow (June 30).

Other witnesses at the House hearing will include the FCC and NBC Board Chairman Robert Sarnoff today, Mr. Bicks, CBS President Frank Stanton and NAB President Harold Fellows tomorrow and Democratic National Chairman Paul Butler and Westinghouse Broadcasting Co. President Donald McGannon Wednesday (July 1). Several other witnesses also have been invited, including Sen. Thruston B. Morton (R-Ky.), chairman of the Republican National Committee.

Bills to be considered by the House subcommittee include HR 7122, by Rep. Joseph Barr (D-Ind.), HR 7180, by Rep. Wayne Aspinall (D-Colo.), HR 7602, by Rep. J. Edgar Chenoweth (R-Colo.), HR 7206, by Rep. Byron Rogers (D-Colo.), HR 5389, by Rep. Glenn Cunningham (R-Neb.), HR 6326, by Rep. Paul Rogers (D-Fla.), and HR 5675, by Rep. J. Arthur Younger (R-Calif.). The first four measures are identical to the Hartke bill while the remainder exempt only newscasts from equal time. The pros and cons of last week's testimony before the Senate committee:

• **Victor A. Sholis** (president of WHAS-AM-TV Louisville): "Repeal of the entire section is a course I urge upon you most vigorously," Mr. Sholis told the Pastore subcommittee in a prepared statement. "Should your eventual recommendation stop short of this, then I would suggest that . . . S 1858 becomes a minimum imperative."

The WHAS executive said: The importance to the people of radio and tv as sources of news and information justifies removal of any restrictions that compromise or inhibit broadcasting efforts toward serving them in this field. As reporters we should be given the same freedom and responsibility for ed-

political candidate to make a broadcast in time which is paid for by the candidate, his party or his supporters, the licensee must make equally desirable time available to all other candidates for the same office under the same commercial conditions.

"No charge shall be made for the appearance of a candidate which exceeds the charge that would be made for the same time period if bought by a commercial advertiser.

"End of law."

This ought to have some attraction for politicians. It would assure equal opportunity for all paid appearances by candidates. As a practical matter, paid appearances are all that would be left for application of Sec. 315 if any of the amendments now pending were adopted. Eliminate from the equal time rule the appearances of candidates on news and public affairs shows and you have no appearances to deal with except those which are paid.

This simplified version of Sec. 315 also would have the virtue of correcting the splinter candidate problem in news and public affairs shows without referring to splinter candidates or trying the impossible job of defining what a splinter candidate is. For all candidates, no matter how bleak their political futures, it would provide equal opportunity in paid time, a feature missing from Sen. Hartke's bill.

There is no prohibition in this version against a broadcaster's editing a candidate's speech. We have never understood how the Congress, with any logic, could forbid broadcasters to touch a candidate's speech while insisting that he is responsible for every other kind of transmission.

Let a broadcaster knowingly allow any person other than a candidate to make a libelous or obscene remark on the air, and the broadcaster is immediately—and properly—a target for legal recourse. It is the broadcaster's responsibility to see that Chevrolet does not libel Ford in a commercial or that one party chairman, when not a candidate, does not libel another. Why should it not be his responsibility to keep libel of Candidate A off the air?

No candidate in his right mind would expect a newspaper to publish his paid ad or report his speech if either contained clear indications of libel. Does the public interest, convenience and necessity require the broadcaster to carry the libelous copy which the newspaper is free to reject?

If the broadcaster may screen actionable material from candidates' speeches, he has no reason to be immunized from libel, as Sen. Hartke's bill would do. To immunize broadcasters from libel would exact a terrible price in exchange for the trivial indulgence of letting a candidate say anything he pleased. Better give the broadcaster a degree of responsibility for what the candidate says and leave undisturbed the great tradition of full libel protection.

IF there is an outstanding virtue in the revised Sec. 315 suggested here, it is its simplicity. Not even the most addled FCC could create more than momentary confusion in interpreting so uncomplicated a law.

For candidates, the proposal offers a considerable assurance of access to the air. It guarantees, by law, equal opportunity for exposure in paid time. By eliminating present restrictions which severely limit broadcasters in the presentation of candidates in news, panel, public affairs and debate programs, it immeasurably adds to the total amount of such time which radio and television would open to coverage of candidates. If the Congress worries about maintaining a reasonable degree of fairness in the non-paid presentations of candidates, it should be consoled by the knowledge that other sections of the law require broadcasters to function in the public interest. Those sections would be violated by an extreme case of political partiality.

What a good many members of Congress seem to ignore is that the present Sec. 315 is operable during only relatively brief interludes in the career of any political figure. With few exceptions, politicians acquire public identification during long periods in their lives when Sec. 315 does not apply.

An incumbent U.S. Senator holds office for six years during which Sec. 315 has no meaning for him whatsoever. Assume he runs for re-election. For the few months of his candidacy he is covered by Sec. 315. The day he is re-elected, Sec. 315 might as well be repealed until he next becomes a candidate six years later. Yet in those intervals between campaigns he must cement his position with the electorate without benefit of Sec. 315. The fact that this is possible suggests that politicians have put more faith in Sec. 315 than it deserves.

The less rigid Sec. 315 is made, the more access reputable candidates will have to radio and television. The simpler the amended law is made, the less apprehension broadcasters will have about engaging in political broadcasting and the more the voters will see and hear their elected leaders and those who aspire to election.

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itorial judgment as is enjoyed by the press . . ."

• **Sen. Kenneth Keating (R-N.Y.)** strongly advocated that it is Congress' duty to correct the FCC's Lar Daly decision, but at the same time he urged the committee to protect the rights of minority candidates to equal time.

"Let me state emphatically that I do not think the Commission's ruling was in accordance either with the language of the statute or its legislative history," Sen. Keating said. "It is a classic case of logic gone wild." He said many of the criticisms leveled against Sec. 315 are justified, "although I am skeptical about the sagacity of attempting in one full sweep to correct more than the problem of equal time on newscasts at this time."

• **Donald H. McGannon** (president, Westinghouse Broadcasting Co.). Broadcasters endeavor to operate in the "public interest, convenience and necessity" in all areas except one, Mr. McGannon said. "This is the instance pertaining to the appearance of legally qualified candidates for public office. . . . In this instance, all of the abundant opportunity that he has in other areas to exercise his judgment has been in turn reduced to a rigid formula."

The WBC president pointed out that there is "currently no effective technique known to the American broadcaster that will permit him to give equal and comparable opportunity to all of the candidates for public office. . . . It is my opinion that the ability of American broadcasting to best serve the public in this area could only be achieved through the outright repeal of Sec. 315."

• **Harold Fellows** (NAB president): "Sec. 315 shoud be repealed in its entirety . . . because [it is] the only way to completely remedy the unrealistic situation in which we find ourselves," NAB President Fellows told the committee. "Sec. 315, even before the recent ruling by the FCC, operated to the detriment of the listening and voting public. It especially denies to broadcasting the responsibility which should be accorded to all free media of communications."

He pointed out that Sec. 315 does not apply to supporters of a candidate and that Congress has been content to allow the industry to determine how fairly to treat this issue of campaigns. "The record clearly demonstrates that broadcaster have not abused this trust," Mr. Fellows emphasized.

• **Robert D. Swezey** (executive vice president of WDSU-AM-TV New Or-

leans and chairman of the NAB Freedom of Information Committee) first testified on behalf of the NAB committee, which recommended only passage of the bills sponsored by Sens. Allott and Holland. Then, speaking for himself, the WDSU executive advocated repeal of Sec. 315.

"It is and always has been my own opinion that Sec. 315 is an anomaly in the Communications Act," Mr. Swezey said. "I have never felt that it protects the citizenry as a whole as much as it does a very limited class of citizen—the political candidate. It was initially conceived and adopted at a time when shortage of communications facilities and possibility of their monopoly were of understandable concern to the Congress. Subsequent developments in the industry have very largely removed the cause for that concern."

• **Rex G. Howell** (president KREX-AM-FM-TV Grand Junction, Colo.) described Sec. 315 as "the galling yoke which historically has prevented broadcasting from attaining equal status with the press."

The possibility of any candidate getting a monopoly on the use of broadcast facilities is too remote to permit the public interest to be subjected to the restraints of an informed electorate, Mr. Howell said. "I believe that Sec. 315 has outlived its usefulness and should be repealed at once.

"Let's bury it deeply, gentlemen," Mr. Howell concluded.

• **Dean Edward Barrett** (Graduate School of Journalism, Columbia U.). In urging committee approval of the Hartke bill, Dean Barrett said that "no slide rule or mathematical formula can effectively be applied to news broadcasts." If a broadcaster were intent upon distortion of the news, he could so select quotations, comments and film shots while at the same time giving candidates identical coverage, Mr. Barrett pointed out.

"News broadcasts will not be true news vehicles unless the responsible broadcasters are given full freedom to select, edit and transmit the news according to their best judgment. . . ." he said.

• **Tom Chauncey** (president, KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson) told the subcommittee that there is "no issue more important to the full maturity of the broadcasting business and the nation's political life," in urging approval of the Hartke bill.

He said the FCC correctly interpreted the Communications Act in the Lar Daly decision and the issue now is squarely before Congress. "And you, the distinguished members of Congress, are the individuals most directly affected by the FCC's ruling," he stressed. "It will be your faces that will disappear from the television screens unless the law is changed. You can easily relate this to what it will mean in your own states."

• **F. Van Konynenburg** (executive vice president, WCCO-AM-TV Minneapolis). In a statement entered into the hearing record, Mr. Van Konynenburg stated that enactment of the Hartke bill would result in "substantial and far-reaching public gains."

• **Walter J. Brown** (president, WSPA-AM-FM-TV Spartanburg, S.C.) said that any law which attempts to require a station to put together a newscast on the basis of equal time for all candidates, rather than the news generated by the candidates, "would make a mockery of radio and tv coverage of a political campaign."

The current interpretation of Sec. 315 would invite publicity seekers of all kinds and in all numbers to become candidates and thus create an impossible situation, Mr. Brown maintained.

• **Robert B. McConnell** (vice president-general manager, WISH-AM-TV Indianapolis). Mr. McConnell urged the committee to pass the Hartke bill in a statement filed in the hearing record. In his testimony, he cited several problems faced by WISH-AM-TV in the current Indianapolis mayoral election.

The primary was held in May, with the incumbent mayor winning his party's nomination, while the general election will not be held until November. This, Mr. McConnell said, has resulted in WISH-AM-TV having to cancel one program featuring the mayor and to curtail a second program highlighting various departments of the city government.

• **Ralph Renick and John F. Lewis** (Radio-Tv News Directors Assn.). Mr. Renick, vice president in charge of news for WTVJ (TV) Miami, said that

In public's interest • Repeal Sec. 315, Westinghouse Broadcasting President Donald H. McGannon states, if broadcasters are to operate in the "public interest, convenience and necessity."

Two hats for Swezey • Robert Swezey, WDSU-AM-TV New Orleans, speaking for himself, advocates Sec. 315 repeal but gives much milder recommendation on behalf of NAB committee he heads.

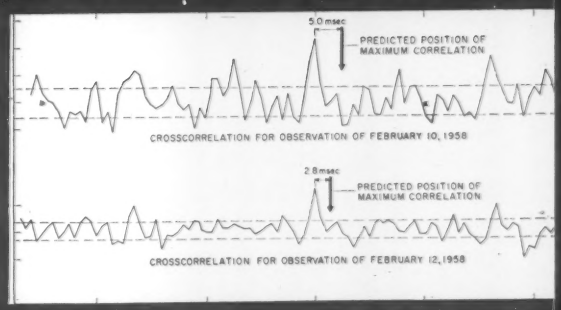
Radio-tv mockery • That would be the result of any law tying newscasts into equal time, Walter J. Brown of WSPA-AM-FM-TV Spartanburg, S.C. tells the committee.

Radar Echoes from Venus . . .

Continental Electronics' giant transmitter at M.I.T. Lincoln Laboratory is the most powerful on earth. With it, man has made his first contact with another planet – by bouncing a radar signal off Venus for a space round trip of 56,000,000 miles.

This is a significant forward step since it means we have pushed our radio signals a hundred times further than ever before. It means we can measure space distances with amazing new accuracy. The powerful pulses from this transmitter were beamed into space from a huge antenna 84 feet from rim to rim. It is the same radar used to sight and track earth satellites and for other space probe programs.

Continental Electronics is proud indeed to be part of this 56 million mile broadcast.


5.0 msec
PREDICTED POSITION OF MAXIMUM CORRELATION
CROSSCORRELATION FOR OBSERVATION OF FEBRUARY 10, 1958
2.8 msec
PREDICTED POSITION OF MAXIMUM CORRELATION
CROSSCORRELATION FOR OBSERVATION OF FEBRUARY 12, 1958

Correlation curves showing radar returns from Venus. The central peaks indicate the exact time of the radar waves from Earth to Venus and back (about five minutes). Each peak is the result of elaborate calculations by a high-speed digital computer on many thousands of tiny echoes originally beamed by Continental Electronics' transmitter

Another Continental Electronics Contribution in Super Power Radio

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Dallas 27, Texas
EVergreen 1-1135

MR. JOHNSON MR. VAN KONYNENBURG MR. MCCONNELL MR. MORENCY MR. SHOLIS

Strong stands in absentia • These broadcasters did not testify in person but each filed statements supporting repeal and/or revisions in Sec. 315. John B. Johnson, president of WWNY-WCNY (TV) Watertown, N.Y., hit the equal time provision as a drawback in electronic news coverage. F. Van Konynenburg, executive vice president of WCCO-AM-TV Minneapolis said passage of the Hartke bill would be a step forward in the dissemination of political news. Robert B. McConnell, vice president-general manager of WISH-AM-TV Indianapolis, urged approval of S. 1858 to "alleviate a very difficult situation." Paul W. Morency, president of WTIC-AM-FM-TV Hartford, also favored the Hartke bill, and Victor Sholis, vice president of WHAS-AM-TV Louisville, urged repeal of Sec. 315 "most vigorously." For details of their testimony, see main story.

newsmen prefer repeal of Sec. 315 rather than modification.

He was accompanied by Mr. Lewis, WBAL-AM-TV Baltimore, who heads RTNDA's freedom of information unit.

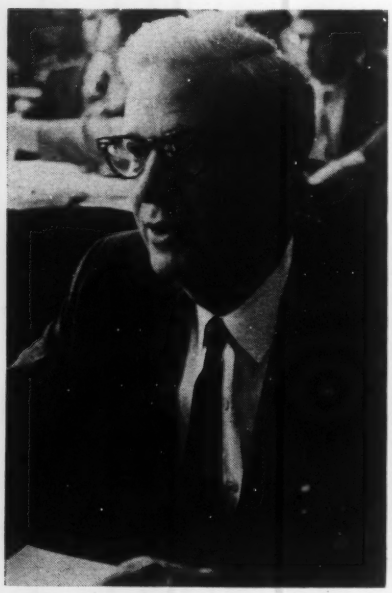
• **Lamar A. Newcomb** (owner, WFAX Falls Church, Va.). Mr. Newcomb said that as a small station operator he approaches each political campaign with the attitude that the income from sale of political time will not justify the work and effort expended. Verifying a candidate's representative, trying to guard against libel and slander and justifying this procedure to the candidate's representative makes a broadcaster's position most uncomfortable, he said.

• **Bishop Homer A. Tomlinson** (General Overseer of The Church of God and its nominee for President in the 1960 elections). Bishop Tomlinson said he approves the Senate bills. He realizes, he said, that the bills would make it "a little more difficult" for such parties as his own, but said he himself is depending on "miracles" to get elected in 1960.

Bishop Tomlinson, who said he will be on the ballot in 19 states, elaborated a little on this plan. He will, he said, bring about his victory in 1960 through "arousement" of the population.

• John B. Johnson (owner of WWNY-WCNY [TV] Watertown, N.Y. and published of the *Watertown Daily Times)* based his support for equal time relief by telling the Senators how the section could affect them personally. "As a newspaper editor writing daily I support the Hartke bill to make clear what should be considered fair and equal time for candidates."

• **Nathan Karp** (Socialist Labor

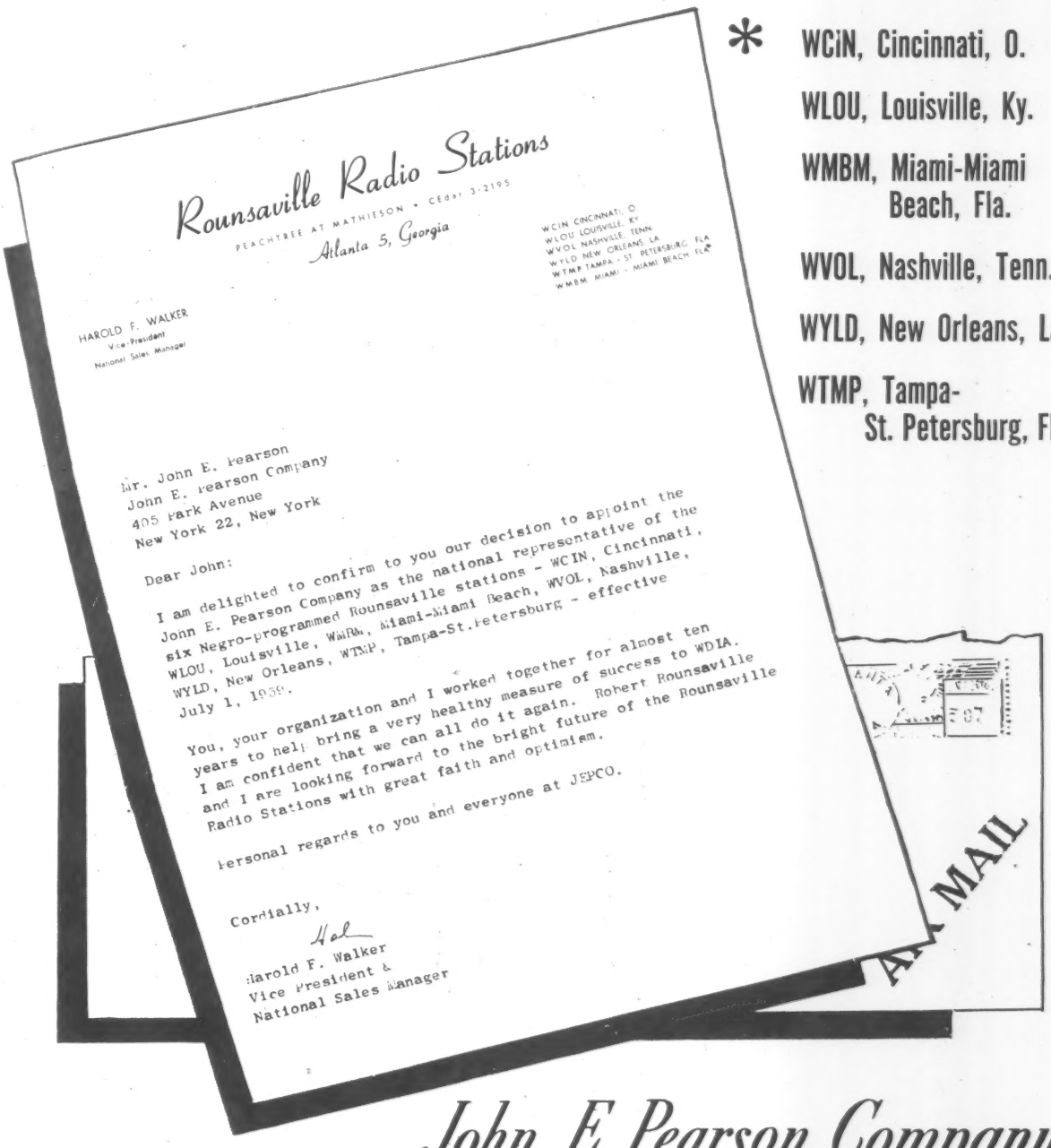


No. 1 issue • Tom Chauncey, KOOL-AM-TV Phoenix, tells senators their faces will disappear from tv screens if broadcasting's top problem in reaching maturity is not solved.

Remove the yoke • Rex G. Howell of KREX-AM-FM-TV Grand Junction, Colo., urges the senators in appealing for repeal of the "bewildering conditions" in political broadcasting.

Slide rule no answer • Dean Edward Barrett of Columbia U. urges committee to report Hartke bill because mathematical formula cannot be applied to newscasts.

6 Rounsaville Stations * • • • pick Pearson


Rounsaville Radio Stations
PEACHTREE AT MATHIESON • CEdar 3-2195
Atlanta 5, Georgia
WCIN CINCINNATI, O.
WLOU LOUISVILLE, KY.
WVOL NASHVILLE, TENN.
WYLD NEW ORLEANS, LA.
WTMP TAMPA - ST. PETERSBURG, FLA.
WMBM MIAMI - MIAMI BEACH, FLA.
HAROLD F. WALKER
Vice President
National Sales Manager
Mr. John E. Pearson
John E. Pearson Company
405 Park Avenue
New York 22, New York
Dear John:
I am delighted to confirm to you our decision to appoint the John E. Pearson Company as the national representative of the six Negro-programmed Rounsaville stations - WCIN, Cincinnati, WLOU, Louisville, WMBM, Miami-Miami Beach, WVOL, Nashville, WYLD, New Orleans, WTMP, Tampa-St.Petersburg - effective July 1, 1959.
You, your organization and I worked together for almost ten years to help bring a very healthy measure of success to WDIA. I am confident that we can all do it again. Robert Rounsaville and I are looking forward to the bright future of the Rounsaville Radio Stations with great faith and optimism.
Personal regards to you and everyone at JEPCO.
Cordially,
Hal
Harold F. Walker
Vice President &
National Sales Manager
AIR MAIL

* WCiN, Cincinnati, O.

WLOU, Louisville, Ky.

WMBM, Miami-Miami Beach, Fla.

WVOL, Nashville, Tenn.

WYLD, New Orleans, La.

WTMP, Tampa-St. Petersburg, Fla.

John E. Pearson Company

radio and television station representatives

New York • Chicago • Dallas • Atlanta • Los Angeles • San Francisco

Some problems in definitions

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"Such as a political convention," as used in the amendment, "was not intended as a limitation but as an example of the political type of special event included."

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Endorsement • Comrs. John C. Doerfer, Rosel Hyde, Robert E. Lee and John Cross endorsed the Ford recommendation, with Comrs. Robert T. Bartley and T.A.M. Craven dissenting. Comr. Bartley said the amendment goes too far in that it includes the "indefiniteness" of special events and would result in different treatment in separate situations.

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Mr. Price charged the Hartke bill would "define any existing minority party out of the arena of free debate." As for news broadcasts, he said, the Daly decision recognizes that an appearance on radio or tv by a political candidate, even if not related to his candidacy, is a "publicity factor of importance."

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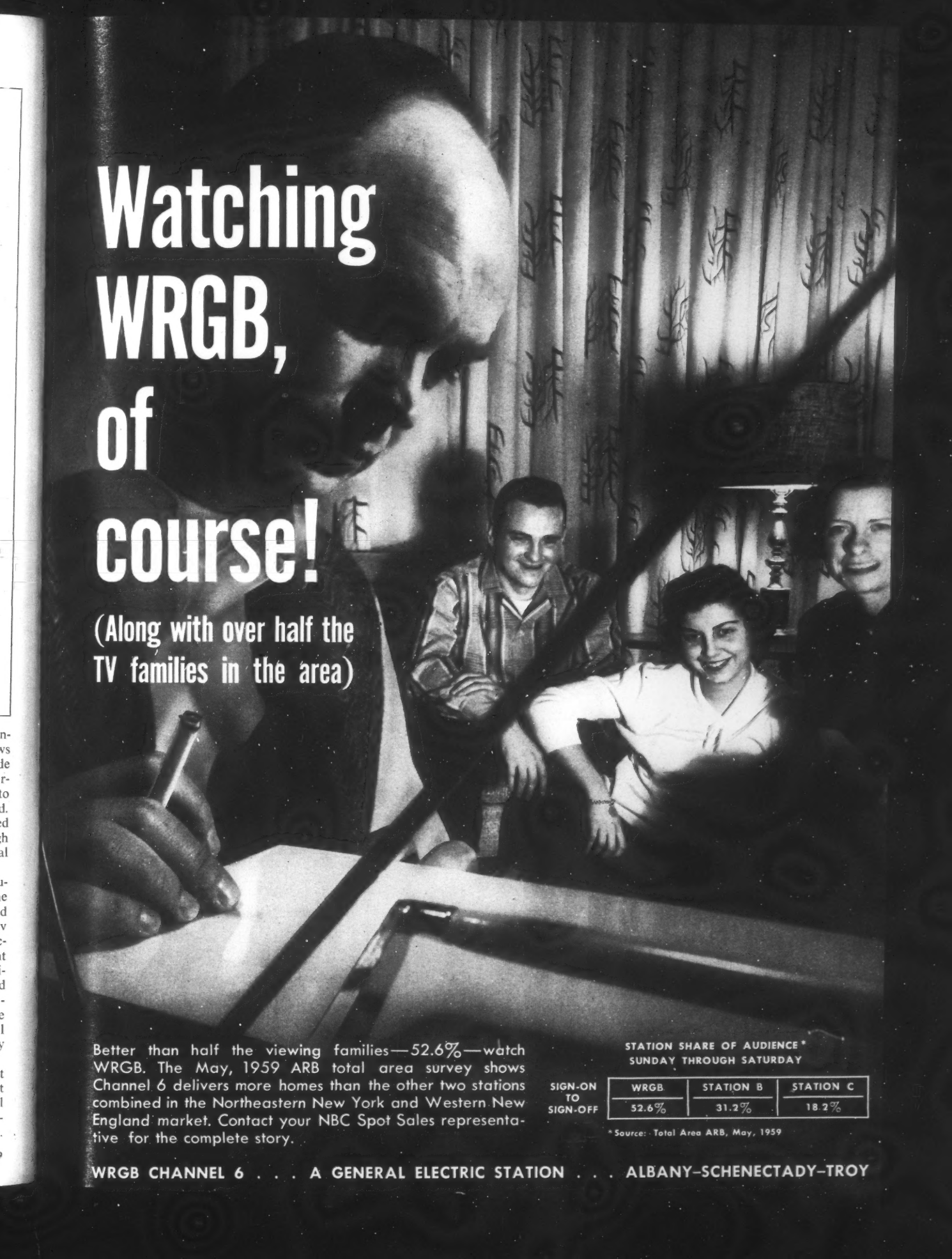

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SUNDAY THROUGH SATURDAY

SIGN-ON TO SIGN-OFF

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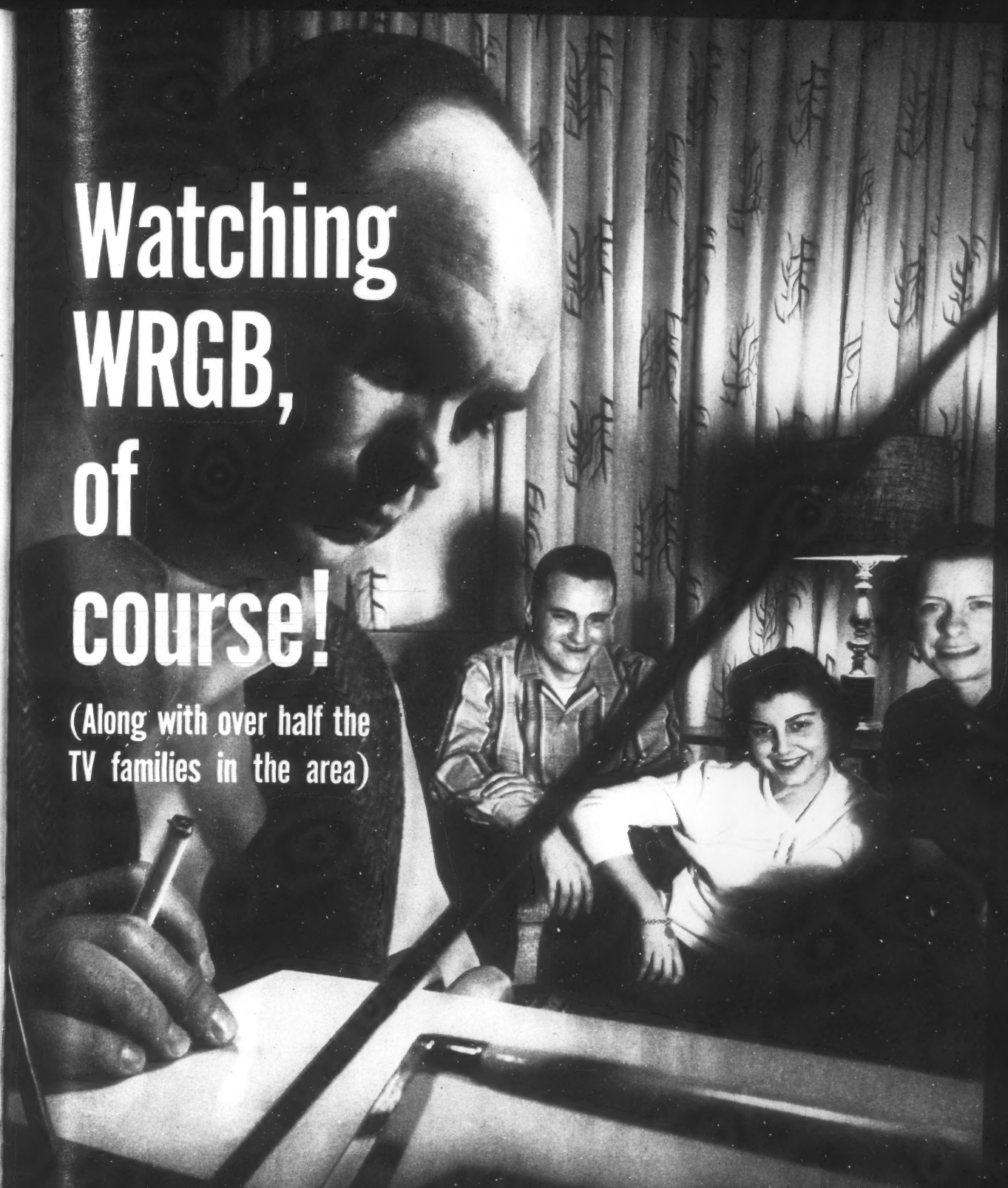

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CAN'T MISS!

TRACKDOWN

One of network television's most famous Westerns has just become available for syndicated sales... and it's a sure-fire hit. Because:

...TRACKDOWN is the biggest, most important Western ever to enter first-run syndication, at a time when Westerns are at the very peak of audience popularity;

...TRACKDOWN is produced on location by Dick Powell's famous Four Star Productions, and has a well-known star, Robert Culp;

...TRACKDOWN is based on case histories taken from the files of the fabulous Texas Rangers, and is the only television show ever to win official endorsement from the Rangers and the state of Texas;

...And TRACKDOWN has proven a huge audience-winner, averaging a 23.0 total Nielsen rating in its run on the CBS Television Network (October 1957—April 1959), against the stiffest competition.

Tired of long shots? TRACKDOWN (71 crack half-hours) can't miss!

...THE BEST FILM PROGRAMS FOR ALL STATIONS
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS AND ATLANTA. IN CANADA: S.W. CALDWELL, LTD.

CBS FILMS

VHF, FM WANT TO STAY PUT

Don't disturb us, industry groups ask FCC

Spectrum space allotted to vhf television and fm should not be disturbed, the FCC was told last week in its month-long depth study of non-government services in the 25-890 mc band [BROADCASTING, April 27, *et seq.*].

Testifying June 25 before the Commission *en banc* (minus Chmn. John Doerfer, who was appearing before a Congressional inquiry, see story page 46), NAB President Harold E. Fellows declared it "essential" that chs. 2 through 12 "in which the public has invested so heavily in receivers," be retained as the foundation of any allocations plan. He said the greatest area for expansion lies in the addition of frequencies adjoining ch. 13.

In testimony prepared for delivery Friday (June 26), Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters Inc., outlined the approach of his organization toward the spectrum situation. He emphasized the inviolability of the 12 existing vhf channels, the addition of further vhf frequencies between chs. 6 and 7 or above ch. 13 in exchange for some of the existing uhf spectrum space, and maintenance of the "present high technical standards."

Speaking on behalf of Fm Broadcasters Inc. on Thursday, Ben Strouse, WWDC-FM Washington, told the FCC that the present 88-108 mc fm band must remain intact and that neither transfer of the fm band to another portion of the spectrum nor diminishing the width of the band would be in the public interest. In his testimony Mr. Strouse outlined the recent remarkable growth of fm as a high-quality entertainment medium, a factor in national defense, and a swiftly developing medium.

Another Fm Opinion • Elliott M. Sanger, executive vice president and general manager of WQXR-AM-FM New York, was scheduled to appear before the Commission on Friday with testimony which supported Mr. Strouse. Mr. Sanger urged the FCC to take prompt action making it clear "that fm broadcasting will remain in the band 88 to 108 mc and that the width of an fm channel will continue to be 200 kc."

Also scheduled to appear Friday was David C. Stewart, assistant director of the Joint Council on Education Television, who intended to discuss the growth of etv and urge the Commission to give educational interests high priority "when adjustments in the spectrum are considered."

The current FCC inquiry into the 25-890 mc band is part of a continuing study of the spectrum which this spring saw Congress also take a hand with a probe by a House subcommittee (BROADCASTING, June 15). The FCC has been considering a 50-channel extended vhf television band with frequencies to come from military allocations. This concept has initiated discussions with the Office of Civilian & Defense Mobilization.

An essential corollary to the issue of an extended contiguous vhf band has been the feasibility of an all-channel tv receiver. Motorola President Robert W. Galvin told the FCC earlier in the 25-890 mc proceedings (AT DEADLINE, June 8) that his firm would "enthusiastically" support the manufacture of a 30-channel set and could market it for "essentially" the same price as the present 12-channel-only receivers. NAB President Fellows, in replying to a question on such all-channel receivers last week, said that NAB has yet to develop a policy on the expanded sets.

Engineering View • Scheduled to appear before the FCC on Friday along with AMST director Lindow was Howard Head, consulting engineer (A.D. Ring & Assoc.), who quoted from the Tv Allocations Study Organization report (BROADCASTING, March 6) in support of existing tv allocations. He said that chs. 2-6 provide, according to TASO, the most extensive television of "consistently good quality." Chs. 7-13 are also "good," while chs. 14-83 provide such service over much smaller areas than the vhf channels. TASO made it clear, stated Mr. Head, that the present 12 vhf channels are indispensable.

Non-broadcast witnesses have included mobile service groups and associations. One was the State of California, whose representatives asked reservation of the vhf band for mobile services and a move of tv to uhf.

WKIS asks high court for ruling on ch. 9

WKIS Orlando, Fla., last week continued its fight to have the ch. 9 case resolved by someone outside the FCC. The Orlando station, denied in its petition for a rehearing *en banc* by the U.S. Court of Appeals in Washington, asked the U.S. Supreme Court to issue a writ of *mandamus* requiring the nine members of the lower court to state the "precise reasons" for that court's order setting aside a 1957 FCC decision awarding ch. 9 to WLOF Orlando.

The lower court's decision of May 21 setting aside the FCC grant (made in compliance with the Supreme Court's October 1958 reversal of an earlier decision by the lower court which upheld the FCC grant to WLOF) also ordered the FCC to hold another hearing with the aid of a special hearing examiner. WKIS then requested a rehearing *en banc* by the appeals court, holding the FCC shouldn't be allowed to investigate itself (on the issue of whether a member of the FCC who voted in the 1957 award should have been disqualified) and asking instead that the lower court appoint its own hearing master to make recommendations for the award to the appeals court itself. The lower court on June 5 refused to review the case *en banc*, giving no reason for denial.

WKIS in its petition to the Supreme Court last week said that under the Administrative Procedure Act the lower court, in its May 21 reversal of the FCC, should have made a finding to support its order vacating the FCC action. Instead, WKIS said, the lower court "merely stated the purpose or objective, namely to enable the Commission to determine certain things that 'might be thought' to reflect upon individual commissioners and/or upon their original decision, or upon either of the applicants." The court, WKIS said, should have stated that if "certain facts were found to be true, disqualification of the guilty parties (commissioner and/or applicant) would be required." The court's "indefinite, indecisive" attitude leaves the remand proceeding open to "vague findings and 'white-wash' tactics," WKIS charged.

The Supreme Court remanded the case to the lower court in October 1958 to look into allegations that WLOF had engaged in *ex parte* activities during FCC adjudication of the case.

THE MACK TRIAL

Counsel summations prepared for jury

The Mack-Whiteside case probably will go to the jury this week following closing arguments by prosecution and defense counsel scheduled to begin today (June 29) in Federal District Court in Washington. Both sides rested their cases last week, the 12th week of the trial, after two defense witnesses were heard.

Defense counsel appeared heartened Thursday when Judge Burnita S. Matthews denied a defense move for a directed verdict of acquittal, but reserved the right to reverse the jury after the verdict if it finds either of the defendants guilty. Nicholas P.

According to ARB, that's how highly the Jack Paar personality scores with Chicago viewers. WNBQ's rating averages well over twice that of the feature film fare or anything else in the 10:15 p.m. to midnight time period, Monday through Friday. And on WNBQ, Jack delivers audiences at a cost per thousand homes as low as $1.15!

Choose the favorite sport of Chicago viewers—Jack Paar—on Chicago's quality television station.

Channel 5 in Chicago NBC Owned Sold by NBC Spot Sales

WNBQ

Source: ARB, April 1959

Hyde starts third • Oath for his third term as a member of the FCC is taken by Comr. Rosel H. Hyde (l) in short ceremonies Tuesday (June 23). With him here are FCC Chairman John C. Doerfer (c) and Judge John A. Danaher of the U.S. Court of Appeals for the District of Columbia, administering the oath. Comr. Hyde was first appointed in April 1946 to fill the unexpired term of the late William H. Wills, who served less than a year before his death. In government service since 1925, Mr. Hyde's initial appointment to the FCC climaxed 18 years with the FCC and predecessor Federal Radio Commission in various positions ending with general counsel. He served as FCC chairman for the first year of the first Eisenhower Administration (April 1953-April 1954), having been vice chairman from March 1952. He was renominated last April 17 and unanimously confirmed by the Senate June 4.

Chase, attorney for former FCC Comr. Richard A. Mack, said he had never had this happen during his court experience and said he took it as a sign Judge Matthews may believe the defendants are innocent.

Scheduled to be argued last Friday were 36 prayers entered by Mr. Chase asking Judge Matthews to instruct the jury on various points of law. Arthur Hilland, counsel for Thurman A. Whiteside, was to present similar prayers last Friday.

Mr. Mack was not present Thursday and Mr. Chase explained he was too ill to be at court that day. Neither Mr. Mack nor Mr. Whiteside was put on the stand during the trial.

The witnesses last week were Mrs. Elizabeth Grisillo, Mr. Whiteside's secretary, and Thomas A. O'Neil, Washington accountant, who testified on financial transactions between the two defendants.

Earlier in the week, defense counsel had introduced evidence that Mr. Mack received money from the G.C. Stembler Insurance Agency, owned by Mr. Whiteside, as early as January 1953, months before Mr. Mack joined FCC.

The defendants are charged with conspiring to obtain award of ch. 10 in Miami for Public Service Tv Inc., a subsidiary of National Airlines. The FCC made the grant in 1957 and Mr. Mack resigned from the FCC early in 1958.

STATE TAXATION
Interstate threat studied in Congress

Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee last week set up a special subcommittee to study implications of the U.S. Supreme Court's decision last February that a state has the right to tax that portion of the income of companies operating in interstate commerce which is derived from that individual state (BROADCASTING, March 2).

Meanwhile, Sen. Prescott Bush (R-Conn.) last week introduced a bill in the Senate which would prohibit a state from collecting taxes from companies which sell their goods or services in that state unless the company maintains a "stock of goods, plant, office, warehouse or other place of business within the state." The bill is similar to one introduced the week before by Rep. William M. McCulloch (R-Ohio) (BROADCASTING, June 22). and which will be considered by the new House subcommittee.

Heading the House unit will be Rep. Edwin E. Willis (D-La.). Other members are Reps. Byron G. Rogers (D-Colo.), Jack Brooks (D-Tex.), William E. Miller (R-N.Y.) and Richard H. Poff (R-Va.).

State-line Study • Rep. Celler said a study "must be made" to find whether there has been a departure from the "traditions that have kept interstate commerce from the burden of multiple state taxation," and, if there is any necessity of "legislation that will protect the national as well as the state interest." He said the House unit is for inquiry, not legislation, and will make its recommendations to the parent Judiciary Committee.

Sen. Bush said the Supreme Court interpretation opens up a "Pandora's box" of difficulties and harassment for all businesses, especially smaller ones," and he feels the bill is of "sufficient urgency" that the Senate should make a special effort to bring it to a vote this session of Congress.

The bill is not a total solution, he said, but would give relief to companies in interstate commerce whose only activity in other states is seeking sales.

Such interstate solicitation, of course, is obvious in the case of broadcasting.

FEDERAL BUDGETS
FCC, other funds reach final hurdle

The Senate last week restored $300,000 of a $600,000 cut by the House in FCC appropriations for fiscal 1960, approving a total of $10.7 million for the agency, $300,000 less than the $11 million Budget Bureau recommendation.

The Independent Offices Appropriations Bill (HR 7040) was passed by a Senate vote of 89-1. The measure now will go to a joint Senate-House conference committee to iron out differences caused by Senate increases of over $100 million to the $6.45 billion version passed by the House on May 11.

The Senate also raised the ante $190,000 over the $6,745,000 House appropriation for the Federal Trade Commission. The How figure represented a $230,000 cut from the Budget Bureau recommendation of $6,975,000. The Senate version: $6,935,000.

The Senate also increased by $200,000 the amount the House approved May 21 for the U.S. Information Agency, parent agency of the Voice of America. The total Senate figure for USIA was $101,757,300 which is still $4,354,700 less than the Budget Bureau request. This bill (HR 7343) also is scheduled for conference by a Senate-House group.

In debate before Senate approval of the Independent Offices Bill, Chairman John A. Carroll (D-Colo.) of the Senate Judiciary Committee's Administrative Practice & Procedure Subcommittee, expressed concern that members of some regulatory agencies at times have acted as if they were a part of the Executive rather than of Congress. He

Summer Sales

for you in Detroit and Southeastern Michigan

Salesmakers all! That describes the sprightly line-up of local summer fare on WWJ-TV. These are programs you can depend on for genuine viewer interest, for depth impact that moves merchandise. These are shows that people really look forward to, really sit down to watch, really follow with enthusiasm.

Check the list—then call your PGW Colonel and place your summer schedules on WWJ-TV. Detroit's Believability Station.

"Mr. Adams and Eve"
9:30 A.M.
Monday through Friday

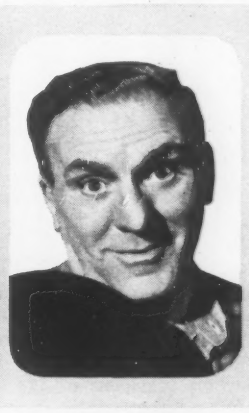
First run off network, this delightful series stars Hollywood's Ida Lupino and Howard Duff—catches Mrs. Detroit just before her morning shopping trip.

"It's a Great Life"
1:00 P.M.
Monday through Friday

Always a big Detroit favorite. "It's a Great Life" provides 30 minutes of midday fun and buying inspiration for thousands.

"I Married Joan"
1:30 P.M.
Monday through Friday

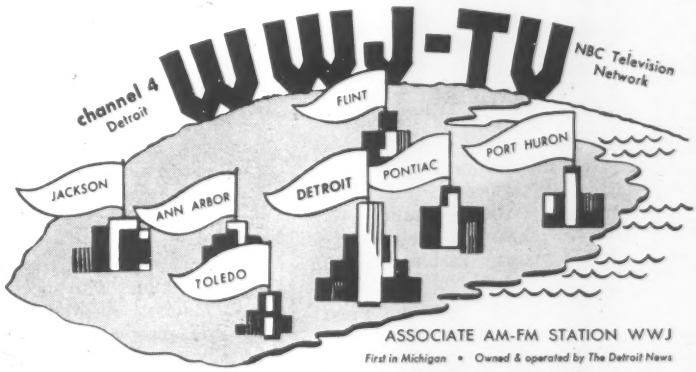
Lovable, laughable Joan Davis is winning still more friends in her new summer time slot preceding NBC's "Queen for a Day."



"The Life of Riley"
6:15 P.M.
Monday through Friday

With its impressive track record, "The Life of Riley" is perfect for family-seeking advertisers. It follows WWJ-TV's popular "Six O'Clock News-Weather" strip.

Salesmaking coverage, too! Northward to Flint and beyond, southward to Toledo and beyond, Detroit's WWJ-TV covers one of America's largest and wealthiest centers of population



ASSOCIATE AM-FM STATION WWJ
First in Michigan • Owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

indicated his subcommittee might question "some" of them "most closely" when they appear before his group. He also expressed concern over the backlog of some agencies.

Fellow Democrat Warren G. Magnuson (Wash.), chairman of the Senate Commerce Committee and of the Senate Independent Offices Appropriations Subcommittee, generally agreed with Sen. Carroll in a discussion on the Senate floor. Sen. Magnuson said the FCC has a great backlog of cases, but is "catching up fairly well."

FCC program review explained by Doerfer

The FCC's consideration of programming in its various licensing functions must be looked at more in the light of a selection process than "any overt attempt to usurp an ungranted power," FCC Chairman John C. Doerfer said last Thursday (June 25) in an address to a symposium on the issues of broadcasting at the School of Speech, Northwestern U., Evanston, Ill.

The FCC chairman said any station licensee who is aware of the needs of his community or area should know or develop a sense of understanding of that which ranges from the mildly controversial to that which is "highly debatable or hotly discussed," and should develop a sense of perspective.

He should be particularly zealous to provide fair presentation of matters in which he may have a personal financial interest, bias or prejudice, Chairman Doerfer said. He added that there is no all-inclusive formula for this and the FCC has developed precedents which afford more definite guides only in the "crucible of experience over the years."

No FCC dispensation

The FCC last week refused to waive its rules to allow WIP Philadelphia to originate most of its programs during the last two weeks of July from Atlantic City, N.J. But the station, upon learning of the FCC's decision of Thursday (June 25), announced that it would originate as many programs as FCC rules allow from Atlantic City, anyway, during the period.

NARBA, Mexico treaty hearings set July 9

Hearings on the North American Regional Broadcasting Agreement (NARBA) and a separate U.S. treaty with Mexico on broadcasting will be held July 9 by a special *ad hoc* subcommittee of the Senate Foreign Relations Committee headed by Sen. Wayne Morse (D-Ore.) (BROADCASTING, June 22).

The subcommittee has invited interested witnesses to testify. Among those who will appear are Comrs. Rosel H. Hyde and John S. Cross of the FCC and W.T.M. Beal, deputy assistant Secretary of State for economic affairs. Comr. Hyde has represented the FCC at various international conferences involving broadcasting.

PROGRAMMING

TWO VOICED NEWS FIRMS MERGE

Radio Press and International Transmissions combine facilities

Two voiced radio news services—Radio Press Inc., and International Transmissions Inc., both New York—have merged to form Radio Press International, effective today (Monday).

Announcement of the consolidation is being made jointly today (June 29) by George Hamilton Combs, president of Radio Press, and Sumner J. Glimcher, president of ITI. They said the move is subject to stockholder approval but pointed out that principal stockholders already have given their assent.

Under the change-over, Mr. Combs becomes board chairman and Mr. Glimcher president. Other officers are Donald Hirst, chairman of the executive committee; Noel Bernard, vice president for foreign news; Thomas M. Heyman, vice president, and Lloyd Garrison, assistant vice president.

The newly-organized RPI has obtained financing to enlarge its operations, according to Mr. Combs. Contemplated for the future are two or more classes of service to meet the requirements of particular stations—a comprehensive report, a skeletal report, a foreign report, Washington and national news report.

Will Fulfill Contracts • Radio Press had 54 stations on its client list and ITI had 18. Several stations currently are subscribers of both ITI and Radio Press and these outlets will continue to receive both schedules until the contracts are fulfilled. Mr. Combs noted that about 10% of the Radio Press client list and 20% of ITI's subscribers are network-affiliated stations.

RPI will have three 20-minute transmissions per day on weekdays and one 20-minute transmission on Saturday and Sunday. ITI used telephone lines and Radio Press utilized leased lines to transmit their voiced news recordings to stations. They indicated that both methods will be used, depending on the desire of the client. The subscriber pays the costs of transmission in any case, plus a fee to the news service.

Radio Press International will have 46 fully-accredited foreign correspondents on duty in at least 35 countries, officials said, plus 387 stringers throughout the U.S. Foreign news is provided by stringers, except in London where RPI will have a fulltime bureau of two news correspondents. Six foreign correspondents are on a retainer basis, they added.

Messrs. Combs and Glimcher said they undertook the merger in order to present "greater strength" if competition should develop from such "giant" news services as the Associated Press and United Press International.

Radio Press' emphasis has been on national news and ITI on international coverage. For the present, two transmissions per day will be largely national news and the third, international news.

Yesterday?

Starting in September, NBC-TV's *Today* series (Mon.-Fri. 7-9 a.m. NYT) will be taped late in the afternoon prior to each day's telecast, it was announced last week by Jerry A. Danzig, vice president, NBC participating programs. The only live coverage to be retained will be for up-to-the-minute news, Mr. Danzig said.

Reasons given for the change from the all live format: greater flexibility; use of pick-ups from areas in the news; more emphasis on prominent figures in entertainment, arts and sports; more convenient times can be arranged for guest appearances, and for west coast coverage which was unavailable for live participation. The program will experiment during the summer with special video tape features in preparation for the new season, it was reported.

The WeeReBeL *discusses "sales campaign ribbons" with Bert Mulligan, Broadcast Supervisor, Compton Advertising, New York.*

Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

Over 83% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is the station most listened to, with the lowest cost-per-thousand and the best availabilities because WRBL offers the soundest program format. Call HOLLINGBERY and get Columbus on your schedule, now.

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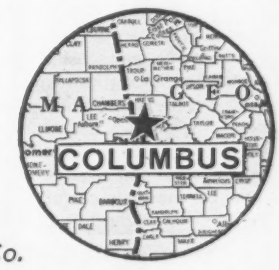

WHY NEWS IS TV'S HIDDEN ASSET

The audience thinks more of tv news than tv broadcasters do

Tv news is much more powerful than generally believed.

It's the most underrated of all video program types.

This new concept of the place of television news in the media field was announced last week by Dr. Phillip Eisenberg, president of Motivation Analysis Inc. The research firm has completed a study of audience reaction to tv for Corinthian Broadcasting Corp.

Dr. Eisenberg upset traditional values in newscasting after analyzing results of field work done in Houston, where Corinthian operates KHOU-TV.

The study yielded viewer reaction to news, weather shows, movies and other forms of programming, using a sample of 200 men, women and teenagers, all tv set owners. The semi-structured depth interview technique was employed.

Explaining that television news has a "much stronger" impact on the public than has been believed, Dr. Eisenberg said:

"A decade ago people were saying that tv news would always be limited because it could never be as fast or up-to-the-minute as radio and because of the inherent limitations of visual electronic journalism.

"However, I cannot help but be terribly impressed by both the size of the audience to television news and by the intensity of the interest in it. It impressed me more than anything else in the Houston study."

Asked why news receives only slight mention in a list of most popular programs, Dr. Eisenberg told BROADCASTING viewers usually take news and weather for granted and do not list them as favorite types despite their interest in such programming.

Why News Is Strong • Tv news was found in the survey to have its main strength in the sense of reality achieved. These news factors were cited in the study:

Tv is faster than newspapers and easier to grasp than other media; half the people want more tv news than they are now getting, a third are satisfied with three newscasts a day, 18% want fewer newscasts; two-thirds prefer a short (15 minutes) to a long newscast; people want both world and local news without disproportionate emphasis on either and with facts put in perspective but minus personal opinions of the newscaster; they desire as much "visualization" as possible; three-fourths deem tv news "very important" or at least "moderately important"; three-fourths like special local events.

Strong local news coverage gives viewers a feeling the station is interested in the welfare of the community, according to Dr. Eisenberg. He said this applies to local sports and special events, school sports, school board meetings and the like, adding "you are much more likely to know some of the individuals involved than individuals in a national story."

The effort made to learn about specific programs evidences the intense public interest in tv, he said. "When people are interested in the subject they will go so far as to read a catalog with all its detail and fine print. The viewer studies the small print in the newspaper or magazine listings of tv programs and then makes his viewing decisions." He felt this shows the importance of giving the viewer specific information showing details as well as the kind of show and its probable quality.

As to weather, four-fifths like the reports; viewers prefer local weather tied to the national weather picture; they want visualization; the personality is important.

Dr. Eisenberg said the Corinthian study confirms a former depth study he did for Television Bureau of Advertising. This showed tv's strongest asset as an advertising medium and communications force is its unequaled ability to create the sense of reality itself. He said, "The tv news experience is the most real in comparison with any other medium, if it is presented properly. It is the closest thing to the actual experience itself. . . . Tv has learned to be pretty fast in reporting the news.

"One of the medium's great strengths is its ability to expose us directly to the personalities in the news. We see them and form opinions of them as people. The names in the news are no longer just names, they take on an immediate reality."

Dr. Eisenberg reminded that "radio still remains No. 1 for speed; the newspaper provides important details and comprehensive coverage; magazines offer valuable background and interpretation."

Visualization • He said the tv newscast is most effective "when it is delivered with the greatest amount of visualization, such as motion picture clips, clear explanatory maps, diagrams, animated treatments and the like."

Here are breakdowns on the key news questions in the Motivation Analysis study (many tables do not add to 100% because of duplicate and miscellaneous replies):

How important to you is the news on tv?

Very important	56%
Moderately important	17
Not very important	15
Very unimportant	12

What do you get from news on tv that you do not get from news on radio or in newspapers (three main reasons)?

Up-to-minute news bulletins; quicker	28%
Visual perception; news more real; can remember longer	27
Like to see where news is being made	25

Which do you prefer—long or short news shows? Why?

SHORT	56%
Just gives main facts, to-the-point	19
Don't have time to sit too long; it takes less time	12
Like 15-minute news	7
Doesn't bore me	7
Doesn't take too much time way from programs	6
LONG	32%
Better coverage, more complete, more detail	26
More informative	5
Get more pictures	3

How often should newscasts be broadcast during the day?

Once	6%
Twice	9
Three	24
Three or four	6
Four	16
Five	7
Every two hours	3
Every hour	7
Special bulletins during emergencies, crises	17

Which are you more interested in—local, national or world news? Why?

WORLD NEWS	43%
Want to know what's going on	18
It shapes the rest of the news	5
More important to more people	5
There is a war scare	5
You get local news in the paper	5
NATIONAL NEWS	16%
More important to me	3
Interesting	2
Informative	2
Important to know	2
LOCAL NEWS	11%
Want to know what's going on	6
More interesting	3
Familiar with things, places	2
ALL THREE	29%
Like all the news	14
Depends on where it happens	3
All the news is important	3

Do you prefer straight news or a commentator who interprets? Why?

COMMENTATOR	49%
Helps understand it	24
Explains in detail	6
He is an authority	6
STRAIGHT NEWS	45%
Like to interpret myself	21
Just want the facts	11

What would you like to see in newscasts besides announcer?

Pictures of the news and events as they happen	77%
Location (maps) of events	10

Announcing—

A SEPARATION OF ACTIVITIES TO BETTER SERVE OUR CLIENTS

Two completely independent firms will handle completely independent media.

Edwin Tornberg & Company, Inc., has entered the field of negotiating the purchase and sale of broadcasting stations, Radio-TV shows and entertainment properties.

Allen Kander and Company will continue to specialize in the purchase and sale of daily newspapers for important clients, and also serve as special consultants in the broadcasting industry.

Mr. Tornberg, president of the new company and formerly vice-president of the Kander organization, will have Edward Wetter and Douglas Kahle associated with him in eastern and west coast offices.

Mr. Kander will continue to maintain present offices and staffs in Washington and New York.

ALLEN KANDER AND COMPANY

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AFM INCOME DOWN
Air media employment, revenue dip in 1958

Employment of musicians on radio and television in 1958 declined substantially in 1958 from 1957 levels as total revenue of American Federation of Musicians members in the air media slipped to $14,992,752 from $21,088,173 in 1957.

This picture of AFM's down-beat in radio-television emerged from a comparison of the Federation's annual report, issued at the conclusion of the 62nd annual convention in Seattle on June 19, with the union's 1958 report, which covered 1957 activity. A spokesman for AFM told BROADCASTING that the figures reflect a trend over the years of the use of "canned music" on radio-tv, but pointed out that "one redeeming feature is that this year, the Federation has signed a lot more contracts with tv production companies for use of live music in series."

The sharpest cut for AFM members was in the "steady staff employment" in television category. Whereas in 1957, 834 musicians were employed for varying periods of time and earned $8,406,625, in 1958 the number of staff musicians fell to 409 and earnings to $2,955,535. On radio, staff employment in 1957 covered 647 musicians with earnings of $4,548,894; in 1958, 432 staffers grossed $3,056,973.

Down and Down • Another area that showed marked reduced activity for AFM members was single engagement commercial tv employment. The number of such telecasts dipped from 3,415 to 2,884 and gross salaries from $2,796,250 to $1,804,756.

As a whole, employment on television was sharply curtailed, while on radio the reduction was less pronounced. Total tv income from all sources dropped in 1958 to $9,287,383 from $14,325,643 in 1957; total radio income from all sources fell by about $1 million—to $5,705,359 from $6,702,529 in 1957.

Incumbent officers of the Federation were re-elected to serve another one-year term. They are Herman Kenin, president; William J. Harris, vice president; Stanley Ballard, secretary and George V. Clancy, treasurer.

Kenin Blasts FCC • Herman D. Kenin, president of the AFM, sharply criticized the FCC for "glaring indifference to the true public interest" and "dollar domination programming." He emphasized during his talk that the "lack of live music" on radio-tv works contrary to the public interest.

Mr. Kenin told delegates that the federation would attempt to secure support from other trade unions operating in broadcasting for a project aimed at placing at least one union worker in the industry on the Commission. He predicted: "It won't be for long that the broadcasters will be able to get away with such vulgarities as silencing the cultivated musical *Voice of Firestone* because Madison Ave. moguls arbitrarily decided that cops and robbers for the moment will sell more soap."

The convention passed a resolution instructing the AFM to make every effort to induce the FCC to deny license renewals to broadcasters who fail to present live talent programming and another imposing a tax of 2% on funds received by musicians as re-use payments for work on kinescopes, video tape or other similar tv recordings.

Redhead to return

Arthur Godfrey will return to the air next fall on *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 9:05-10 a.m.) and will appear on a maximum of four one-hour specials on CBS-TV, it was announced Wednesday (June 24) by CBS and the entertainer. Mr. Godfrey, who is recovering from an operation for lung cancer, was on the air for eight hours a week this past season. As previously announced, he will not replace Edward R. Murrow on CBS-TV's *Person To Person*. A network spokesman said the series will return in the fall with a host to be announced soon. The *Sam Levenson Show* (CBS-TV, Tues., 9-9:30 p.m.), which was set up to substitute for the *Arthur Godfrey Time* tv show, will continue in the same time period.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 29-July 3, July 6, 8 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

June 29, July 6 (10-10:30 p.m.) **Arthur Murray**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.

June 30, July 7 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 1, 8 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 1, 8 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 2 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 3 (7:30-8 p.m.) **Northwest Passage**, sust.

July 3 (8-9 p.m.) **Ellery Queen**, sust.

July 4 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

July 4 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 4 (8-9 p.m.) **Perry Presents**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 5 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

July 5 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

De Met taping majors for post-season sale

Plans to produce one-hour taped programs of 1959 major league baseball games for distribution at the conclusion of the season within the U.S. and abroad were announced last week by Peter De Met, president of Peter De Met Productions, Chicago, and Warren Giles and Joe Cronin, presidents of the National League and American League respectively.

Mr. De Met said that his company had received exclusive rights to videotape this season's remaining games in both leagues. The price paid was not disclosed.

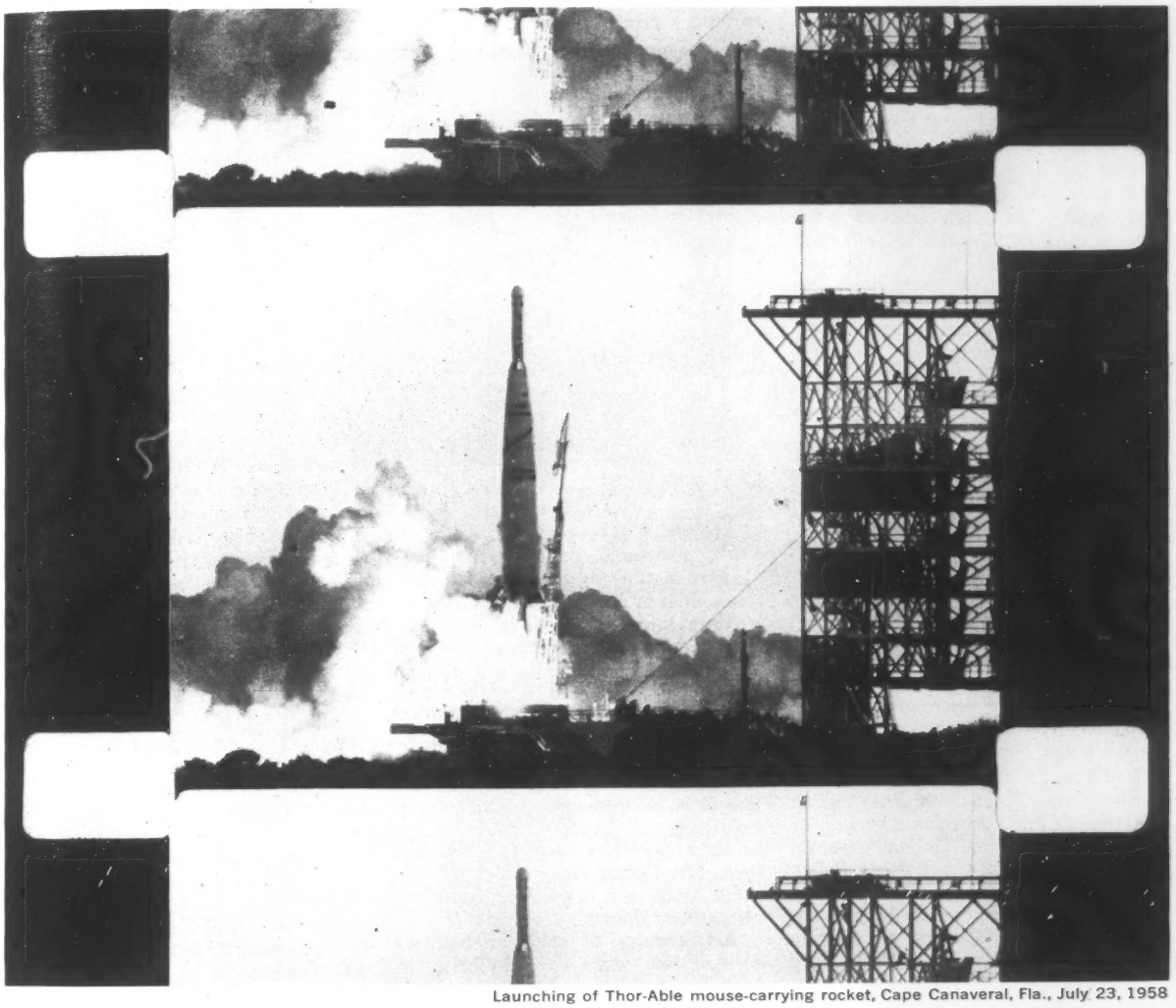
A spokesman for the De Met organization reported that almost 100 games will be taped and 26 will be selected for distribution, starting after the World Series. The tapes will be marketed under the title of *The Best 26 Games*, edited to one hour programs spotlighting action and omitting time-consuming delays.

The games will be taped by stations with recording installations in the various major league cities. They will be edited by the De Met staff, which will tape-produce in its studios segments featuring interviews with well-known personalities for inclusion in each program. A separate sound track will be inserted. Jack Brickhouse will provide the narration. The De Met spokesman said that contracts have been signed with 16 stations to assume tape assignments.

The program will be distributed by Universal Television Distributors, New York. An official of De Met acknowledged that the foreign market for taped programs is not substantial at this time because of the scarcity of equipment, but pointed out that the series will still have value in the future when tape installations become more widespread.

Catholic association salutes broadcasters

WHEN-TV Syracuse, N.Y., and KMOX St. Louis, Mo., received awards for outstanding public service from the Catholic Broadcasters Assn. at its June 18 annual meeting in Detroit. WHEN-TV was cited for ". . . devotion over many years to the television interests of the diocese which it serves." KMOX was saluted for ". . . imaginative contributions to the Catholic community."



Launching of Thor-Able mouse-carrying rocket, Cape Canaveral, Fla., July 23, 1958

"FOR THOSE ONE-TIME-ONLY SHOTS, WE COUNT ON 930 AND 931 FILM"

That's what Jay Weand, Chief Photographer, WCKT-TV, Miami, tells us

"Our photographers have to have a film they can depend on. That's why we use nothing but Du Pont Type 930 and 931 Rapid Reversal Films, from the North Pole to the South Pole—and still come up with a good news picture.

"But there's a good deal more to newsreels for TV than just getting a good shot on film," he continued. "The most important thing is to get a *consistent* picture that will show well on the TV screen. The wide latitude of Du Pont film helps us get pictures that consistently come up to the high standards we've set."

There's a Du Pont Motion Picture Film to meet your high standards, too. For more information about Du Pont's fine films, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

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Better Things for Better Living . . . *through Chemistry*

More Soviet ballet bought for television

The Russian ballet-on-tv bandwagon had another occupant last week when Art Theatre of the Air Inc., New York, announced that it had purchased the U.S. tv rights to three hours and 40 minutes of color and black-and-white films dealing with the Bolshoi, Georgian and Moscow Ballets, plus the Moiseyev Dancers and the Red Army Ensemble (CLOSED CIRCUIT, June 22).

Officials of Art Theatre of the Air declined to reveal how much they had paid the Russian government for the rights but Sig Shore, vice president of the company, commented: "We paid less than Matty Fox did." This was a reference to Mr. Fox's well-publicized Bolshoi Ballet project, in which Mr. Fox has invested a reported $900,000 for production of four one-hour tapes of the ballet and for U.S. rights.

The films which Art Theatre has acquired were produced during 1956, 1957 and 1958 in motion picture studios and on location, rather than on stage. A company executive said that the films thereby were given "scope in scenery and design never before afforded ballet films."

Red Films • The properties included in the arrangement with the Russian government are a 35-minute version of *Swan Lake* starring Galina Ulanova, prima ballerina of the Bolshoi Ballet; a 25-minute version of *The Fountain*, a ballet based on the Pushkin story, which also stars Ulanova; an 18-minute Bolshoi Ballet production titled *Flames of Paris;* a 12-minute Bolshoi version of *Raymonde*, a well-known Spanish ballet; films of the Moiseyev Dancers performing *The Strollers, Quadrille, Kazaki* and *The Spinner.*

Also: the Moscow Ballet Co., performing *Gayanne*, which contains the Sabre Dance; Georgian Ballet films of *Laurencia* and *Sanatle;* the Red Army Ensemble, featured briefly on Bob Hope's Moscow telecast last season, in its version of *During a Halt in the March* and a 40-minute production, *When the Spirit Soars in Flight*, depicting outstanding Russian youngsters performing ballet and singing folk songs.

Joseph Harris, president of Art Theatre of the Air, said no decision has been made on whether the films will be released for network telecast or sold on a syndicated basis. He indicated a decision would be made shortly. Mr. Harris reported that he plans to engage a well-known choreographer who will supply background comment for the various films.

Possible Effect • He declined to speculate whether or not the tv exposures of the properties he has acquired will hurt the sale of the taped Bolshoi Ballet programs. By coincidence, Mr. Harris is a former associate of Mr. Fox and is credited with having brought Mr. Fox into the television field. Mr. Harris commented: "I don't think Matty will deny that. I wish him all the luck with his tapes."

Art Theatre of the Air Inc. was formed two years ago "to bring the finest in foreign films to television." Among the films it has imported and subsequently sold to tv have been *Rififi, Bitter Rice, Anna, Mr. Hulot's Holiday* and *Wages of Fear.*

Mr. Harris is described as a millionaire-industrialist with diversified holdings. He has been active in tv for more than a decade as a large investor and active official in such companies as Flamingo Films, New York, and Motion Pictures for Television, New York, in association with Matty Fox in the latter company.

He's got a secret • What he plans to do with his near-million dollar investment in original Bolshoi Ballet video tapes, Skiatron head Matty Fox (1) has yet to reveal, despite tv competition from new Art Theatre of the Air acquisition (see story this page). Here he talks to crew on huge stage at KTLA (TV) Hollywood where tapes were produced several weeks ago in what is considered the major production venture in video tape to date. With him are (l to r) Natasha Bumstock, Russian interpreter; Leonid Lavrosky, chief choreographer for the Bolshoi and show director, and impresario Sol Hurok, who brought group to U.S.

WGAY federal format pushes up sales 42%

A new music and news format slanted at the Washington, D.C., area's large audience of government employes by WGAY in suburban Silver Spring, Md., has put 42% more business "on the books" in its first four weeks of operation, Connie B. Gay, president and board chairman of WGAY, reported last week.

Mr. Gay, country music impresario and producer and in the past few years a broadcast station operator (OUR RESPECTS, Feb. 2), said WGAY's new approach concentrates on "sensible sound" (standard pops) music and news of interest to Washington's government employes. It began June 1 after Mr. Gay took over the station. The station began its new programming the first day with $12,500 worth of promotion, including 7,500 pieces of mail containing reprints from page ads in local newspapers and trade papers. Mr. Gay changed the call letters of the former WGAY-FM to WSHO (FM) and this 20-kw outlet is programming completely independent of WGAY. The fm station's entire schedule is country music—or "town and country" as Mr. Gay calls it.

Radio preachers urged to use modern format

Religious broadcasters, meeting in Lake Geneva, Wis., last week were urged to adopt an overall strategy in their radio-tv efforts. Rev. Charles Brackbill Jr., president of the Council Broadcasters' Fellowship (representing state and local councils of churches), told the Protestant group, "Religious broadcasting in this country is without form." It has not changed in 30 years, he said, continuing:

"During the 'soap' era we preached. All through the heyday of radio's 'great productions' we preached, mostly. Now that radio has found its new life in drastic changes, we still preach. We haven't moved backward, we just

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation ...and to the Northwest School graduates who have contributed to their success.

CHANNEL 10 IN AMARILLO — KFDA-TV

SALUTE TO KFDA-TV—"Station of the Stars" Channel 10—Amarillo, Texas.

Ed Moore, General Manager

Dick Knerr (Northwest Graduate)
Film Director of KFDA-TV

KFDA-TV has been on the air since April 4, 1953, and is a CBS-TV affiliate. This station has an enviable record of: FIRST television station in the country to do weather direct from the U. S. Weather Bureau on a permanent basis; FIRST television station in the Texas panhandle to buy major film package—(MGM, Columbia and 20th Century Fox); and many other "firsts" in its area.

This was Mr. Ed Moore's comment regarding Northwest graduate Dick Knerr: "Dick Knerr has been our film director since September 1955. He handles the entire film operation of the station and does some daytime directing. We consider Dick a most valuable member of the KFDA-TV staff. He continues to progress daily."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

haven't moved." He concluded that in many cases, religious broadcasters deserve the fringe times and extremities of schedules they now have.

In an "attempt to lift the standards, and to work toward a mastery strategy" the Fellowship adopted a set of principles for local Protestant religious broadcasting. One calls for producing programs compatible with current broadcasting trends "as to length and format."

Clifford J. Barborka Jr., vice president of John Blair & Co. challenged the religious broadcasters to be just as creative as commercial radio producers.

A series of one- and two-minute programs was auditioned, illustrating one way to adopt religious broadcasting to current formats.

POST-48 MOVIES
Exhibitors plan move to keep them off tv

The recently-formed American Congress of Exhibitors is discussing with Dept. of Justice officials a plan whereby ACE would set up a corporation to buy post-48 films and release them theatrically. The purpose of the ACE-Justice Department talks is to determine whether this maneuver, which, in effect, would prevent release of post-1948 films to tv, is legally sound.

An ACE spokesman in New York said last Thursday that all discussions with the Justice Department have been exploratory and the organization has not asked for a ruling. A crucial issue of the plan of this organization of theatrical exhibitors is whether it would violate the anti-trust law on the grounds that the proposal is designed to prevent films from flowing to tv.

It is understood that ACE assured the Justice Dept. that its sole objective is to obtain more exploitable product for theatres. The effect of this gambit, however, would be to reduce the availability of the estimated 2,500 post-48 films to tv.

Another consideration facing ACE is devise a way to procure post-48 films for theatrical re-issue without violating the Paramount decree. None of the judicially-divorced theatre circuits may be a party to purchase of the post-48 film product for theatrical re-issue as this would place them in the business of distribution in violation of the Paramount decree.

An ACE spokesman said the entire project was in an embryonic stage but details could be developed rapidly so that a presentation could be made to the Justice Dept. Under ACE's proposed plan, it would purchase "the best" of the post-48 films and release them periodically to theatres.

ACE was formed in January 1959. It consists of theatre operators throughout the country, some of whom belong to other groups, such as Theatre Owners of America, Independent Theatre Owners of America and others. ACE consists of various committees aimed at advancing theatre interests, including toll television, post-48 films, producer-exhibitor-distributor relations and industry research.

Merlin Lewis is executive secretary of ACE. S. H. Fabian of Stanley-Warner Corp., New York, is board chairman and Max Cohen of Cinema Circuit, New York, is treasurer.

Modest sponsors

Local sponsorship of Mutual's *Game of the Day* series ordinarily would demand repeated advertiser identification during the broadcasts, but at WJZM Clarksville, Tenn., the "sponsors" are anonymous. Play-by-play activities of the major league teams are interspersed only with "go to church" announcements. No other "commercial" messages are allowed, reports Parry Sheftall, station manager. Cooperating with WJZM in the daily broadcasts are 48 businessmen and eight service organizations, all of whom work with a group known as the Clarksville Area Radio Religious Committee. They provide the funds for the talent fees, broadcast rights, payments to the baseball clubs and for twice yearly advertisements in the local daily newspaper. The newspaper ads identify the "sponsors" by business and club name, the only recognition they seek, it was reported. The "go to church" messages are alternated with appeals in behalf of Sunday schools, weekly prayer meetings and various church social activities. Churches of all denominations are included.

Sterling stock sold

Sterling Television Co., New York, reported last week that 200,000 shares of the company's Class A stock was offered to the public at $1 a share on June 2 and the entire issue was oversubscribed on the first day of the offering. The underwriter for the stock issue was R.A. Holman & Co., New York.

Saul J. Turrell, Sterling president, said that the approximate $154,000 that will accrue to the company after all expenses are deducted will be used to develop and complete various new film series for tv; to expand the company's sales promotion activities and to expand the company's working capital. Sterling currently distributes the *Abbott and Costello* series, *Bowling Time, Bowling Stars, Wonders of the Sea, The Ray Forrest Show* and various other programs, including cartoons and short subjects.

The company's prospectus reveals that Sterling had a net income of $21,564 for the nine month period ending Dec. 31, 1958. For the year ending March 31, 1958, net income was reported at $47,359 and for the year ending March 31, 1957 at $13,736.

• Program notes

• Associated TeleVision Ltd. of England, which with Jack Wrather owns Independent Television Corp., New York, last week changed the name of its production and distribution subsidiary from Incorporated Television Programme Co. Ltd. (ITP) to Incorporated Television Co. Ltd. (ITC).

• Aura Recording Inc., N.Y., has acquired the facilities of Coastal Recording Co., N.Y., at 136 W. 52nd St., N.Y. The group in control of Aura consists of Herbert Kaplan, Heinz Kubicka, Allan Merchin and Benjamin Stein. Company officials report that much of the recorded commercials and musical jingle work of Coastal has been assumed by Aura.

• Programatic Broadcasting Service, N.Y., which provides a combination of automatic broadcasting equipment and exclusive music programming, last week announced the following stations will initiate the service on July 1: KCMO Kansas City, WMBR Jacksonville, KRKD Los Angeles, KRMG Tulsa, KPHO Phoenix, KOLD Tucson and KGNC Amarillo. Programatic offers 18 eight-hour tapes of music every 36 days to its station subscribers.

• The American Society of Composers, Authors and Publishers, N.Y., is mailing to "good music" radio stations a new 375-page catalog of symphonic and concert music in ASCAP's repertory. The volume lists composers and works, instrumentation of each work, length of performance and source where the material may be obtained.

• Screen Directors International Guild, N.Y., last week issued its *Directory of Directors* for 1959-60, a listing of Guild members and their credits, plus articles on tv film production in the East. The 80-page booklet is being distributed to film producers, agency executives and motion picture sponsors in the East

• The Screen Actors Guild's executive committee and working conditions committee, N.Y., have unanimously voted to reject collective bargaining counter proposals by tv and motion picture producers for extra players' rates and conditions. The proposal also has been rejected by SAG in Hollywood. The negotiations are being conducted with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers.

• Lanark Films has obtained the rights to produce a tv series based on files of the Las Vegas police and sheriff's office. Lanark President Phil Cutler says production of 39 half-hour segments is slated to start about Oct 1.

• *Tightrope!* is the new title of Screen Gems' adventure series set for Sept. 1 debut on CBS-TV (Tues. 9-9:30 p.m. EDT). Formerly called *Undercover Man*, the new series starring Mike Connors will be sponsored by Pharmaceuticals Inc. through Parkson Adv., N.Y.

• WWCA Gary and WLOI La Porte, both Indiana, covered the complete Senate Racket Committee's hearings in Lake County live. Two hours of taped highlights also were telecast in the evening.

• WNTA-AM-FM Newark, N.J., last Thursday (June 25) started live coverage of the Senate Rackets Committee hearings on labor-management racketeering in the New York metropolitan and northern New Jersey areas, the stations announced. During the seven scheduled days of hearings, broadcasts begin at 2 p.m. and continue through to conclusion. Remaining dates of the hearings are today (June 29) through Wednesday and July 6-7.

• Herts-Lion International has been formed by Kenyon Brown, president-stockholder of KCOP (TV) Los Angeles and other stations, to produce tv and theatrical films. Ken Herts is president. Other officers: Corinne Griffith, Zsa Zsa Gabor and Leo Guild. H-LI is planning production of *13 Demon St.* and *My Most Frightening Moment* tv series. The company now is shooting *The Victim*, 26 half-hours based on cases from the Los Angeles coroner's office. Address: 840 N. Seward Ave., Hollywood 28, Calif. Telephone: Hollywood 4-7225.

• CBS-TV has scheduled *The Joseph Cotten Show*, an anthology of half-hour dramas, as the summer replacement for *The Ann Sothern Show* beginning July 6 (9:30-10 p.m. EDT). Actor Cotten is host for the repeat series and stars in several of the weekly episodes. General Foods Corp., through Benton & Bowles Inc., N.Y., has signed for sponsorship.

• Headquarters of Paramount's pay tv subsidiary, International Telemeter Co., has moved from California to New York. Louis Novins, Telemaster president, and Will Baltin, his general assistant on marketing, occupy offices in the Paramount Building at 1501 Broadway.

• ABC Films Inc., N.Y., has sold its "One Step Beyond" series on supernatural phenomena, currently seen on *Alcoa Presents* (ABC-TV, Tues. 10-10:30 p.m.), to the Canadian Broadcasting Co. (English network). The series began in Canada June 23 (8-8:30 p.m.).

• Screen Gems Inc., N.Y., announces that *Manhunt*, a half-hour tv film series dealing with activities of the San Diego, Calif., police force, will be made available for syndication to stations and advertisers. The series stars Victor Jory. Screen Gems also reports that renewals on the second year of the *Rescue 8* series include purchases by Miles Labs of California, L.A., through Wade Adv., L.A., in Seattle, Spokane, Portland, San Francisco, Los Angeles, Sacramento and Stockton, Calif., and the West End Brewing Co., Utica, through Doyle Dane Bernbach, N.Y., in New York state markets, covering Buffalo, Albany, Syracuse, Binghamton, Carthage, Rochester and Utica.

• CBS Radio is moving the origin of two network programs, *Suspense* and *Johnny Dollar*, from Hollywood to New York. The change is due to a greater manpower supply in the East, Lucian Davis, executive producer of network programs, Hollywood, explained. Virtually all the people employed on these programs are being relocated on other jobs at either CBS Radio or CBS Television, he said. Writers of both series, William N. Robson of *Suspense*, and Jack Johnstone of *Johnny Dollar*, will continue in Hollywood, sending the scripts East for production.

• A KTTV (TV) Los Angeles interview with an American soldier who chose to live in Red China has been sent to WJAR-TV Providence, R.I. (the soldier's home town), for telecasting. The ex-GI has been missing since his appearance on KTTV.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company's Natchez Mill, Natchez, Mississippi, which produces dissolving and paper pulp.

STORES HARDLY MISS NEWSPAPERS

Kansas City, St. Louis business appears normal despite strikes

Newspaper strikes in two Missouri cities—St. Louis and Kansas City—have afforded radio-tv stations there new opportunities to reaffirm their effectiveness as advertising and information media, reports from stations and advertisers showed last week.

Store traffic in Kansas City, where the newspaper strike continues, appears generally normal and in some cases higher, retail executives said, although some few downward fluctuations were cited. The same pattern appeared to hold true in St. Louis, where the strike was settled last week.

A strike paralyzed daily newspapers in St. Louis earlier this month but radio and television stations expanded operations to satisfy citizens seeking news and advertisers seeking sales. Kansas City papers have also been stricken by a labor dispute and stations there are responding strongly to the emergency.

Similar strikes in New York last year (BROADCASTING, Dec. 22, 1958 *et seq*) and in Grand Rapids, Mich., earlier this year (BROADCASTING, Jan. 19) had little effect on retail sales. In fact, New York department store sales in December 1958 were 7% higher than the previous year. And department store and food chain businessmen in Grand Rapids were nearly unanimous in agreement that the 43-day strike of the city's two dailies did not hurt sales volume.

It's too early for full data on the business levels in the two Missouri cities, but broadcast media billings jumped sharply and advertisers were reported to be content.

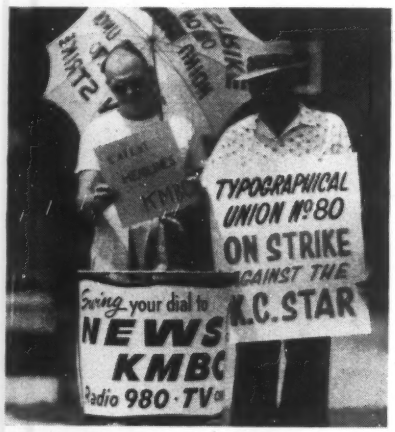
Await Full Reports • The 15-day St. Louis strike ended last Wednesday (June 24) when Stereotypers Union Local 8 voted to accept the proposal of the afternoon *Post-Dispatch* and the morning *Globe-Democrat*. In Kansas City the International Typographical Union Local 80 walked out June 19 and was still out last Thursday night (June 25). The strike there affects the *Star* and the *Kansas City* (Kan.) *Kansan*.

In Kansas City, radio and tv stations are meeting their suddenly expanded civic and economic roles.

Don Davis, president of KMBC, reported that a survey in downtown stores showed business was steady June 19-23 (Friday, Saturday, Monday, Tuesday). Department store executives told him that business has been at normal or higher-than-normal pace since the newspaper strike started.

A Peck's store official said that newspaper dependence has been reflected in some special sale promotional items but that regular business "is moving at a normal pace." A similar view was expressed by a Macy's executive.

Radio-Tv Impact • Peck's added that increased customer traffic in the store is the result of intensive radio-tv advertising. Sears, Roebuck reported normal sales volume. An Emery, Bird Thayer official commented that store sales were up the first two days and off somewhat the third. The general merchandise manager of Jones store said that the "overall effect of the strike might not be apparent for some time but that so far sales are up."



STRIKERS GET NEWS
. . . from KMBC Radio bulletins

Tom E. Beal, general manager of KBKC, located in Mission right outside Kansas City, stated that the station is printing daily news bulletins for restaurants and other retail stores and has sold advertising to a theater chain to cover the printing expense.

Most sales are weekly packages of 50-100 spots coming from entertainment sources, clothing stores, real estate and employment agencies, Mr. Beal said.

Doubling the Effort • WHB increased its newscasts from its usual 18 to 39 per day for the duration of the newspaper strike. Service features include obituaries, movie news, weather coverage, stock quotations and sports information.

Though the station carries regular schedules of most large retail outlets, Donald A. Loughnane, production-promotion manager, reported that the strike has produced additional spots for supermarkets, department appliance and furniture stores and car dealers, with an emphasis on item rather than institutional advertising.

Ed Charles, general manager of KCKN, said that drive-ins and theatres, usually heavy newspaper users, are buying "saturation schedules." The Automobile Dealers Assn. as well as individual buyers are spending "heavy," he added with chain drug stores emphasizing specials on their spots.

Much the same pattern is reported by WDAF-AM-TV. Jay Barrington, assistant to the general manager, said that "virtually" all major department stores are using both radio and tv. Also automobile dealers, theatres, appliances and retail food stores are buying saturation schedules. Mr. Barrington added that brokerage houses and financial firms are purchasing "greatly augmented" news shows as well as regularly scheduled programs for obituaries, market reports and society news.

The St. Louis Story • How did St. Louis stations rise to the occasion?

At WIL, John F. Box Jr., executive vice president and managing director, reported that department stores "immediately purchased all available newscasts." Within 24 hours after the strike was called, he said, the station was "sold-out" and established a waiting list for availabilities. "While we had the biggest billing in the station's 38 year history," Mr. Box explained, "the primary emphasis was on news and public service."

KMOX-TV set up a news display in the front window of Famous-Barr department store downtown. The window display featured a TelePrompTer machine with up-to-the-minute news furnished by KMOX-TV. Famous-Barr ran a heavy spot schedule on KMOX-TV promoting its "jubilee sales."

Another department store, Stix, Baer & Fuller, signed a half-hour Sunday news show.

KMOX estimated that radio time

sales increase attributable to the strike was approximately 20%.

General Manager Harold Grams of KSD-AM-TV reported that there was a "considerable volume" of new business including the city's major department stores. Both stations, Mr. Grams said, experienced an influx of additional business in many categories including auto manufacturers and dealers, national and local retail food chains, home developers and individual food products. KSD Radio also added new business from banks and savings-loan.

WEW carried a heavy schedule of announcements for department stores, said Bruce Barrington, general manager. One furniture store reported to WEW that it had increased sales at its suburban branches with no loss downtown. One side light: a woman called in to say that she had not listened to radio for two years and thanked WEW for her rediscovery of "a wonderful medium" and promised to spread the word of its "delightful entertainment and unique service."

A twice daily obituary over KXOK resulted in many favorable calls and letters. KXOK doubled its news output, increased its stock market reports.

KWK expanded its news coverage to include 5-minute news summaries every half-hour with news headlines on the quarter and three-quarter hour marks 24 hours a day. W.L. Jones, general manager, said all "major and secondary retailers utilized our facilities on the basis of strike sales and radio specials."

Local business "boomed" on KTVI (TV), according to Don B. Curran, promotion manager. The station geared its traffic and continuity department to provide sales service to those advertisers not "ordinarily acquainted with the broadcast medium—especially department stores and food chains," he said.

NBC sells WNBC (TV) to Scheftel group

NBC sold its remaining uhf tv outlet, WNBC (TV) New Britain, Conn., last week to a group composed of owners of six other uhf stations. At the same time, in another top Connecticut sale, 1922-founded WDRC Hartford was sold by its original owners.

WNBC (TV) and radio affiliate WKNB were sold to Connecticut Television Inc., (Herbert Scheftel, president) for $1.04 million. Connecticut Television is two-thirds owned by ch. 20 WICS (TV) Springfield, Ill., and one-third by ch. 22 WWLP (TV) Springfield, Mass. NBC gave up its other uhf station, ch. 17 WBUF (TV) Buffalo, N.Y., last fall and the facility is now

CBS
ABC
GAS UP
in the Beaumont-Port Arthur-Orange market. It's 88th* in the Nation, 4th* in Texas in service station sales. And KFDM-TV covers this entire market of prosperous Texas drivers. For gasoline sales, buy KFDM-TV
KFDM TV
BEAUMONT
PORT ARTHUR
ORANGE
See PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.8 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

educational WNED-TV. Ch. 30 WNBC (TV) will continue its NBC-TV affiliation under its new owners.

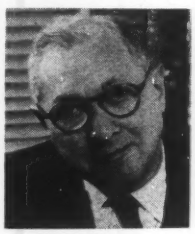
WICS (TV) is owned 50% each by Transcontinental Properties Inc. and H. & E. Balaban Corp. Transcontinental (Herbert Scheftel and Alfred Burger, each 44.8%) owns ch. 38 WFTV (TV) Duluth, Minn. and 50% of ch. 33 WCHU (TV) Champaign, Ill. H. & E. Balaban Corp. (Harry and Elmer Balaban) has extensive broadcast interests including 50% each of WCHU (TV), ch. 23 WMCN (TV) Grand Rapids, Mich., and ch. 39 WTVO (TV) Rockford, Ill.

WWLP (TV) Springfield is a William L. Putnam station, which group has two uhf outlets: ch. 32 WRLP (TV) Greenfield, Mass., and ch. 14 WWOR-TV Worcester, Mass.

WDRC Hartford was sold by The Connecticut Broadcasting Co. (Franklin M. Doolittle, president) to Richard D. Buckley and John B. Jaeger, who operate WHIM Providence, R.I., for $815,000. Mr. Buckley is former vice president of Metropolitan Broadcasting Co.

Kander radio-tv goes to Tornberg in split

A split in the newspaper and broadcast brokerage activities of Allen Kander & Co. was announced last week. Edwin Tornberg & Co. has been incorporated to handle sales of radio and



MR. KANDER

MR. TORNBERG

tv stations and also will negotiate the purchase and sale of radio and tv shows and filmed entertainment. Kander will devote full time as negotiator for the purchase and sale of daily newspapers, as property evaluator and as consultant in the broadcast industry.

The new firm is headed by Edwin Tornberg, for the past six years Kander vice president in charge of the radio and tv department. Allen Kander continues as head of the Kander firm. Effective July 1, the two firms each will maintain separate offices at 60 E. 42nd St., New York, and at 1625 I St., N.W., Washington, D.C.

In a joint statement, Messrs. Kander and Tornberg said last week: "We are ending our business association in complete harmony. We feel each of us can be more effective in specialized fields."

Tv code office

NAB's west coast office for its Tv Code Affairs Dept. will be opened in Hollywood July 6 with Frank Morris, writer-producer, in charge, announces Donald H. McGannon of Westinghouse Broadcasting Co. Tv Code Review Board chairman. Mr. McGannon said the office will operate as advisor for the tv film industry. He explained that more than 40% of all material seen on tv is supplied by Hollywood film producers. Mr. Morris has been senior editor at CBS-TV in Hollywood since 1957 and previously was with ABC. Edward H. Bronson, NAB tv code director, has gone to Hollywood to set up the new office.

Edward Wetter will join the Tornberg firm in New York to handle the eastern territory and Douglas Kahle will join that organization to handle the western region, with offices at 915 N. Commerce St., Stockton, Calif. George J. Cooper will remain with Kander in New York and John Alden Grimes, specialist in evaluations, and Don Hogate will remain in Kander's Washington office.

NTI IN CABLE TV
No master media plan in Williamsport buy

There is no gimmick in National Theatres' over-$1 million purchase of one of the country's largest community television systems, Charles L. Glett, National Theatres Inc. vice president in charge of broadcast activities, says.

National Theatres bought the seven-year-old Williamsport Tv Cable Corp., serving 8,500 subscribers in that north central Pennsylvania city. The system, one of three in that city, feeds its customers tv signals from WGAL-TV Lancaster, WBRE-TV Wilkes-Barre, WDAU-TV and WNEP-TV Scranton, WFBG-TV Altoona, all Pennsylvania, and WNBF-TV Binghamton, N.Y. Williamsport is said to have a potential of 15,000 customers.

"Over the years," Mr. Glett said last week, "we have been hosts to the public in our theatres. When we acquired our radio and tv properties we became guests in the public's home. The cable acquisition is just an extension of our broadcast operations."

Williamsport Cable was owned by Clive Runnels and associates.

National Theatres owns a chain of 350 movie theatres. It also owns 100% of WDAF-AM-TV Kansas City and 90% of National Telefilm Assoc., WNTA-AM-FM-TV Newark, N.J., and KMSP-TV Minneapolis, Minn.

TV TAKES A PERSONALITY TEST

CBS study shows N.Y. and L.A. station images in public's eye

Media buyers are often cautioned: There's more to a tv "buy" than numbers and costs, important as these may be.

Last week, CBS Television Stations Division offered buyers a new media study called "More than Meets the Eye" that makes no mention of coverage or cost. Measured is a station's "image" and its influence on viewer reaction to a station's advertising. The research is concentrated on two markets, New York

KNXT (TV)'s CLARK GEORGE
Image: Los Angeles

and Los Angeles, which are served by CBS-owned stations WCBS-TV and KNXT (TV).

Kickoff of the CBS presentations was at New York's Roosevelt Hotel on Tuesday (June 23,) followed by a Chicago unveiling on Thursday and Detroit on Friday. It is to be seen June 30 in Los Angeles and July 1 in San Francisco.

Here is the CBS Television Station Division media platform set before the buying specialist:

There is such a thing as a station's image and it is different for various stations in a given market.

The image has direct influence on how the viewer regards or reacts to commercials on the station.

Measuring an Image • How do you go about finding out what viewers think of tv stations?

CBS decided New York and Los Angeles provided the toughest competitive sites for the project since each network owns a tv outlet in each city and the network stations face competition from four non-network channels.

CBS also wanted to know about response to brand and product information in its search for a viewer image.

Institute for Motivational Research and Market Planning Corp., McCann-Erickson subsidiary, handled the job. The institute directed the general approach, drafted the questionnaire, established techniques and conducted actual field work in the final stage of the study.

Channel numbers were used rather than call letters and the name of the study sponsor was never revealed to any interviewer. Most of the field work was done the last week in March.

The Tests • Five "projective tests" were used by the interviewers:

1—The interviewee was handed a photo of a family watching tv. A series of questions was asked, with the interviewee requested to guess on the basis of separate comments which channel they are "most likely" talking about and which "next most likely."

The opening statement was, "They have more worthwhile programs which I really look forward to, and watch with interest." Others dealt with half-watched programs, news, selection of programs, just something to pass the television time, good-taste commercials, latest products, programs for the whole family, confidence in advertised products, dull programs, few new programs and more pograms that really make an impression ("the ones you talk about the next day with your friends").

2—Three suggested newspaper tv review comments were listed, with a "most likely" answer requested. The comments covered the station's appreciation of the average family's desire for a balanced variety of programs; programs that are time-killers, imitative, dull, not really worth watching, and progams "you actually look forward to . . . tv at its best."

3—Descriptions of different types of people and families were read. Interviewees were asked to guess the tv station each person is likely to watch more often than the average person does, with choice for "most likely" station. First example was, "George is the kind of man whose opinion you tend to value and respect. He generally knows what he is talking about." Lois likes better-known brands, Mary wants bargains rather than brands, and John only half-watches the screen.

4—Descriptions were given of tv sponsors. Interviewees were asked to guess which station they are "most likely" and "least likely" to use. Company A makes a fine product, effectively advertised, and has a good reputation for honesty and reliability; Company C (there's no B) is progressive and research minded as well as interested about informing the public about new and improved products; Company D

WCBS-TV's FRANK SHAKESPEARE
Image: New York

has been slipping in sales and is fighting to regain its position by loud, big promises.

5—Again the interviewee is handed a photo of a family watching tv. A commercial has just appeared on the screen. In the first section, father says "That is a fine product, made by a reliable company" and mother adds, "I'd like to try it next time." The question, "What channel are they watching?"

CBS executives participating in the New York preview were the division's president Merle S. Jones, and vice president, Craig Lawrence; Robert F. Davis, director of research at CBS Television Spot Sales, and Frank Shakespeare and Clark George, vice presidents-general managers respectively of WCBS-TV and KNXT (TV).

The CBS brochure on the subject, arty and deep pocket-size, reflects the network's pleasure at the way the figures turned out.

You could ask
Robert Sherry
PRESIDENT
of KIDD MONTEREY
about our World-wide
Voiced News Service

ITI

but why not call
INTERNATIONAL TRANSMISSIONS, inc.
2 W. 46th ST., N.Y.C.
COlumbus 5-2400

CRC Salutes
RKO
TELERADIO
STATIONS

Upon their recent purchase of an exclusive set of customized station promotion jingles, recorded in Dallas and Los Angeles—and now drawing rave acclaim from coast to coast!

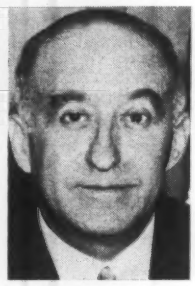
COMMERCIAL RECORDING
P.O. BOX 6726
DALLAS 19, TEXAS
PHONE RI 8-8004
TOM MERRIMAN
president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

MUTUAL UP FOR GRABS AGAIN

After three months Smith group wants out

Mutual's latest set of owners have had enough. They've put the network on the block.

Malcolm Smith Jr., Richard Davimos and the others associated with them in the Harrison Home Products *et al.* combine which took over Mutual only three months ago (BROADCASTING, March 30) were back in the lawyers' offices last week, this time on the other side of the table. Their chief prospect was an alliance of Sen. Homer Capehart and broadcaster Theodore Granik, who hold an option on the network good until Tuesday (June 30). Sen. Capehart's position: "I am not trying to buy the network. They're trying to sell it to me."



MR. GRANIK

SEN. CAPEHART

Will they undertake a salvage?

Second-ranked prospect was businessman Albert Gregory McCarthy (CLOSED CIRCUIT, June 22). Mutual spokesman maintained he might yet buy the network if the Capehart-Granik deal falls through.

Again performing as chief go-between was Mutual's Washington-based vice chairman and senior vice president, Bob Hurleigh, who had sold the network to the Smith group after taking it on an option basis from former president Hal Roach Jr.

The Smith group took over the debt-laden network after securing a six-month moratorium from major creditors (including AT&T to whom Mutual is in hock for some $400,000) and promising to keep current on operational costs. Their major outlay since March has been a weekly $35,000 payment to AT&T. No check went to the phone company last week, and it's not anticipated that any more will go out over the Smith signature. AT&T had begun notifying Mutual affiliates early last week that service might be discontinued, but then agreed to go along pending outcome of negotiations with the Capehart-Granik interests.

The network meanwhile announced that 19 independent stations have become affiliates since March, including WABR, Orlando, Fla., which joins today (June 29), and WOHO Toledo, which joins July 4.

Set formula

The Pulse Inc., New York, last week released a study which shows that in homes with more than one television set, tv viewing is 11.2% higher than in one-set homes. The Pulse survey, conducted in January 1959 throughout metropolitan New York, notes that the largest spread between the one-set and two-set homes occurs between 3 and 6 p.m. Pulse officials predict "substantially higher levels of viewing" as families switch increasingly to two-set homes because of the growing need for replacement tv receivers and manufacturers' development of improved portable sets.

NABET picks Gorsuch, G.T. Byrne resigns

The appointment of Clifford Gorsuch as executive vice president of the National Assn. of Broadcast Employes & Technicians has been announced by George W. Smith, international president of the AFL-CIO-CLC (Canadian Labor Congress) union—as a step toward resolving its "internal problems."

The appointment, approved by NABET's international executive council, was reported in a letter from Mr. Smith to all local officers and staff. Mr. Gorsuch will continue as director of network affairs at ABC and NBC (BROADCASTING, June 8).

Mr. Gorsuch succeeds G. Tyler Byrne, whose conduct of the 19-day walkout at NBC drew censure in some NABET quarters (BROADCASTING, May 25). Mr. Byrne announced his resignation June 15 at a meeting of NABET's international executive council on the West Coast and will announce his future plans shortly.

Mr. Gorsuch will assume full charge of the NABET staff in all regions, working on any problems involving officers and the staff. Mr. Smith expressed confidence that with the application of established policy within NABET "and a cooperative effort by all officers we

"Cover news-sports more broadly" • This is the advice Harry Renfro, (second from r) radio-tv director of D'Arcy Adv., gave the Florida Assn. of Broadcasters in Miami. News coverage and engaging in civic activities makes broadcasters a more integral part of their community, Mr. Renfro emphasized. With him (l to r) after the business session: Charles Fernandez, WKXY Sarasota, Lee Ruwitch, WTJV (TV) Miami, and Larry Rollins, WSIR Winter Haven.

can quickly resolve internal problems and devote our full time to building NABET into a bigger and better union."

Mr. Smith also lauded Mr. Gorsuch, senior member of the NABET staff with which he has been associated since 1946, for passing muster on previous "difficult" assignments. He was credited with negotiating successful contracts with WCKT (TV) and WCKR Miami, Fla., and an "excellent agreement" for the staffing of NBC's "automated" radio-tv operations in Washington, D.C.

Transcontinent closes Marietta stock buy

Formal stock transferral of the Marietta Broadcasting Inc. (KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif.) was completed in New York last week by Marietta and Transcontinent Television Corp.

Transcontinent in effect now adds the Marietta stations to its holdings of WGR-AM-TV Buffalo, WROC-TV Rochester, WNEP-TV Scranton-Wilkes-Barre, Pa. (60% ownership) and WSVA-AM-TV Harrisonburg, Va. (50%). FCC approved the transaction on May 13.

At the same time, four new directors and a vice president were elected by the TTC board of directors at a meeting held Thursday (June 25). Jack Wrather, president of the Jack Wrather Organization, who formerly owned 63.64% of Marietta and now owns 22.15% of TTC, was elected a board member as was Monte Livingston, executive vice president of JWO; Edward E. Voynow, president of Edward Petry & Co., and Walter Walz, associate of Carl M. Loeb, Rhoades & Co., New York, investment bankers.

George Whitney, vice president of Marietta, was elected a vice president of TTC. Edward Petry & Co., which formerly owned 36.34% of Marietta now owns 12.66% of Transcontinent and also becomes national sales representative for all TCC stations as of July 1 (BROADCASTING, June 22). The board now has 13 members.

Tape for etv, funds for radio from Ford

The Ford Foundation has made a grant of $2,706,000 to the National Educational Television & Radio Center, New York, to equip its affiliated television stations with video tape recorders, it was announced last Thursday (June 25) by John F. White, president of the center.

Mr. White discussed the grant at a two-day meeting of station managers of 43 non-commercial stations at the Statler-Hilton Hotel, St. Louis. He called the grant "the most significant

MIL EAG E

says Wally McGough, Gen. Mgr.

WTVN-TV

COLUMBUS, O.

Warner Bros. features are amazing. They never wear out with either audiences or sponsors. According to Wally McGough:

"From 9:30 in the morning to well past midnight, there's no hour that we can't program Warner Bros. features and get top results. They've given us fantastic mileage in the three years we've been showing them. Believe me, they pay off!"

Consistently high ratings and enthusiastic sponsor backing have made Warner Bros. features a "hot item" year after year in TV markets everywhere. With big stars in well-known post '48 films, these features offer you an opportunity to fatten ratings and profits. Why not call us right now for information?

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

KWKW

17 YEARS

OF

LEADERSHIP

in the

LOS ANGELES

SPANISH

MARKET

ONLY

24 HOUR

SPANISH STATION

IN THE U.S.A.

With KWKW you

can reach nearly

700,000

Loyal listeners

spending over

$60,000,000 monthly

BUY THE #1 STATION*

* Spanish Pulse, April 1959

KWKW

PASADENA · LOS ANGELES

Spanish Language Station

S.F.—Theo. B. Hall N.Y.—Nat'l Time Sales

advance in educational tv since the first station began operations in 1953."

The grant permits the center to underwrite the cost of video tape recording equipment for qualified educational tv stations now on the air, Mr. White said. He added that the Ford Foundation also will provide funds to acquire adequate tape for an initial year of operation.

The center also has granted nine radio stations a total $35,000 to produce programs in its "American in the 20th Century" project. Among the stations: KDPS-FM Des Moines, Iowa; WDET-FM Detroit; WHA Madison, Wis.; KFJM Grand Forks, N.D.; WBAA Lafayette, Ind., and WKAR East Lansing, Mich.

Bellamy sees pay tv as No. 1 U.S. industry

Pay tv could eventually become the No. 1 industry in the U.S., topping steel and all others, actor Ralph Bellamy told the National Press Club in Washington, D.C., last week. He charged that networks are not offering viewers what they want to see and that "valueless" ratings only indicate what people are watching—not what they would prefer to watch.

"Pay tv would introduce a variety of programs and the cash register would be the yardstick," the actor said. The controversial tv system would result in many more stations going on the air and would put present stations operating at a loss in the profit column, Mr. Bellamy maintained. "This is on the basis of nickels and dimes [per program] rather than dollars as the opposition claims," he said.

Today's networks and advertisers all want the same kinds of programs and "feed on themselves," he charged, regardless of what the public wants.

Two more 'Tv Guides'

Tv Guide starts two new regional editions this summer. An Arizona-New Mexico edition beginning Sept. 5 will cover KTVK (TV), KPHO-TV and KOOL-TV, all Phoenix; KVAR (TV) Phoenix - Mesa, KVOA - TV, KUAT (TV), KGUN-TV and KOLD-TV, all Tucson; KOB-TV, KNME-TV, KOAT-TV and KGGM-TV, all Albuquerque, and KIVA (TV) Yuma.

Stations covered by a new Arkansas *Tv Guide* edition: KARK-TV, KTHV (TV), both Little Rock; KATV (TV) Little Rock-Pine Bluff; KTVE (TV) Eldorado, all Arkansas; KTBS-TV, KSLA-TV, both Shreveport; KLSE (TV) Monroe, KNOE-TV Monroe-West Monroe, all Louisiana, and KCMC-TV Texarkana, Tex.

It may be movies' best year in decade

The fact that pre-1948 films released to tv are reaching saturation is one of the reasons that attendance at movies "may be in for its best summer performance in a decade," Sindlinger & Co., Ridley Park, Pa., reports.

Data, gathered daily by the business analyst, show that film attendance is up over last year's. This reverses a 10-year downward trend. The sharpest attendance increase was the week of May 9 when 19.9% more moviegoers purchased tickets than in the same period last year. Another reason advanced for the upward trend: more movies contain feminine appeal and attract more women to them.

The new forecast follows a special Sindlinger report that movies lost $71.3 in three years because theatrical product was released to tv (BOADCASTING, June 15).

Army missile school cites tv class aid

"A saving of several million dollars' worth of equipment is achieved by using closed-circuit television to avoid duplication of skilled [ballistic missile] instructors . . . and equipment," Col. H.S. Newhall, commandant of the U.S. Army Ordnance Guided Missile School, Redstone Arsenal, Ala., has said.

He made the statement in announcing that the school is extending its round-the-clock large screen (12x15 ft.), closed-circuit tv classes into 1960. (The missile school presents a course

Tv boosts books

Tv has proved a stimulus to children's reading habits, rather than the sedative librarians had feared 10 years ago, according to Mrs. Frances Lander Spain, president-elect of the American Library Assn. Children soon become accustomed to tv and learn to "take it or leave it," she said at the association's Washington convention. She added that youngsters now come to libraries more than ever before, often to learn more about something to which television introduced them. Books about frontier heroes, glorified in tv series, are always in demand, and there has been a growing interest in science among juveniles, she observes.

WLOK's new look • Completion of WLOK Memphis studios gives a fresh face to Memphis' South Second St. The station took occupancy of the building June 1.

of 25 two-hour classes to about 7,500 missile technicians a year.)

Video tape is used so that canned classes may be updated to keep pace with changes in missile technology. Cueing devices, audio-visual aids and other techniques of commercial telecasters are employed to help instructors and give students a quicker grasp of complex details, Col. Newhall, says.

"Results obtained . . . in experimental studies show that we can save 26% of training time in conference and lecture-type instruction . . . raise student grades by 5% and increase retention by almost 7%," the colonel adds.

WAVY-TV to NBC-TV

WAVY-TV Norfolk-Portsmouth, Va., will join NBC-TV as a primary affiliate commencing with autumn programming, according to J. Glen Taylor, president (CLOSED CIRCUIT, June 22). The station replaces WVEC-TV Norfolk-Hampton, headed by Thomas P. Chisman. Mr. Taylor said WAVY-TV will continue indefinitely some of the more popular ABC-TV programs it has been carrying as an affiliate of that network. WVEC-TV operates on uhf ch. 15 but ch. 13 in the vhf band is earmarked for its use.

TvAR Chicago office

Television Advertising Representatives Inc. (Westinghouse Broadcasting Co. stations) has opened a Chicago office at 400 N. Michigan Ave. (Wrigley Bldg., South) under Lamont L. Thompson, midwest sales manager. Account executives are Patrick Devlin, formerly with WNBQ (TV) Chicago and Adam Young Inc., Edward Adams, with George Hollingbery Co. and NBC Film Sales; Bill Condon, the Katz Agency and Geoffrey Wade Adv., and Ken McDonald, formerly in merchandising at WBKB (TV) Chicago. Telephone number: Whitehall 4-4567.

Four join ABC Radio

The affiliation of four stations with ABC Radio has been announced by Earl Mullin, manager of station relations for the network. They are: WOLF Syracuse, N.Y.; WTKO Ithaca, N.Y.; KEDO Longview, Wash., and KUMA Pendleton, Ore.

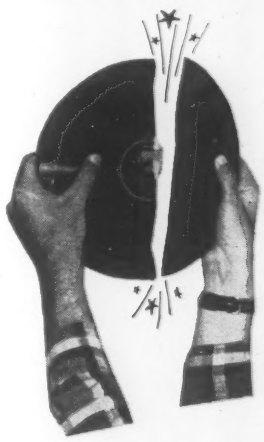
WOLF, which operates with 250 w on 1490 kc, is owned and operated by Civic Broadcasting Corp., of which Ellis E. Erdman is president and John G. Wolf is vice president and manager. WTKO is owned by Radio Ithaca Inc. and operates with 1 kw on 1470 kc. Mr. Erdman is president and Joel Fleming is manager.

KEDO, which operates with 250 w on 1400 kc, is owned by Triad Broadcasting Corp., of which William E. Boeing is president and Donald L. Veith is manager. KUMA is owned and operated by Pendleton Broadcasting Corp. and operates with 5 kw on 1290 kc. Ted A. Smith is vice president and general manager.

New studios for WPLM

More than 500 guests were on hand June 22 when WPLM Plymouth, Mass., dedicated its new studios. A

BREAKING ALL RECORDS . . .



. . . IN BUSINESS ACTIVITY, THAT IS

The BUSY MACON, GEORGIA market is the ONLY Major Georgia Market where retail sales for the first quarter of 1959 are higher than those of 1958. Macon sales are

UP 3.82%

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!

week earlier, the station opened Cape Cod studios in Hyannis and upped its power from 1 kw to 5 kw. Participants in ribbon cutting ceremonies included John Bromfield, tv's *U.S. Marshal* and Massachusetts State Senate President John E. Powers. WPLM operates on 1390 kc, daytime.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WNBC (TV), WKNB New Britain, Conn.: Sold by NBC to Connecticut Television Inc. for $1.04 million (see story, p. 73). WNBC (TV) is on ch. 30. WKNB is on 840 kc with 1 kw, day.

• WDRC Hartford, Conn.: Sold by The Connecticut Broadcasting Co. (Franklin M. Doolittle, president) to Richard D. Buckley and John B. Jaeger (WHIM Providence, R.I.) for $815,000 (see story, page 74). WDRC is on 1360 kc with 5 kw, directional, and is affiliated with CBS.

• KRUX Glendale, Ariz.: Sold to Leland Bisbee Broadcasting Co. (Leland Bisbee Jr. and Margaret C. Bisbee, each 42.85%, George E. Bisbee, 14.30%) by Don and Otilie Owsley for $347,000. The sale was handled by Jack L. Stoll & Assoc. KRUX is on 1360 kc with 5 kw, day, 500 w, night, directional.

• KOLE Port Arthur, Tex.: Sold to John Hicks Jr. and Edward L. Francis by Socs Vratis and Mary A. Petru for $175,000. Mr. Hicks is Dallas manager, Paul H. Raymer Co., and Mr. Francis is attorney. Sale handled by Hamilton-Landis & Assoc. KOLE is on 1340 kc with 250 w.

• KREL Baytown, Tex.: Sold by E.O. Roden and associates to Robert H. and N.J. Walker, for $126,825. Bob Walker, now commercial manager, KFDX-TV Wichita Falls, Tex., is known for his Humble Oil football broadcasts. Sale was handled by Hamilton-Landis & Assoc. KREL is 1 kw on 1360 kc. Roden group also owns WBIP Booneville, WGCM Gulfport, WTUP Tupelo, all Miss., and WBOP Pensacola, Fla.

• KASI Ames, Iowa: Sold to William Ray, news manager of NBC Central Div., by William M. Evans, owner and general and commercial manager, for reported $100,000. KAST is licensed to Story County Broadcasting Co. and is on 1430 kc with 1 kw, day.

• KBLF Red Bluff, Calif.: Sold to Victor Industries Corp. (Victor Muscat, president) by Lynn Smoot and W.W. Boone for $60,000. The sale was handled by Lincoln Dellar & Co. KBLF is on 1490 kc with 250 w.

• WRSW Hillsboro, Ohio: Sold by David R. Winslow to McKinley Sauer and Thomas Archibald for $40,000. Mr. Sauer is broadcaster-lecturer, former newspaper owner; Mr. Archibald is assistant pastor of Hillsboro's Church of Christ. Transaction arranged by R.C. Crisler & Co. WSRW is 500 w daytime on 1590 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 91).*

• KSON San Diego, Calif.: Sold by Jack O. Gross to Kenyon Brown for $550,000. Mr. Brown has interests in KGLC Miami, Okla., KFOX-AM-FM Long Beach and KCOP (TV) Los Angeles, both California, and KIMO Independence, Mo. Comr. Robert Bartley voted for a McFarland letter in this grant. KSON is on 1240 kc with 250 w.

• WPOW New York, N.Y.: Sold to WPOW Inc. (John M. Camp, president) by Tele-Broadcasters of N.Y. Inc. for $250,000 and agreement that the assignor will not compete in radio business in New York for 10 years. Comr. Robert Bartley did not participate in this decision. WPOW is on 1320 kc with 5 kw, directional.

• KXA Seattle, Wash.: Sold to Wesley I. Dumm (present 24.9% owner) by Samuel L. Savidge Jr. and others for $172,730 (for remaining 75.1% interest). KXA is on 770 kc with 1 kw, day.

'Climbing' profits

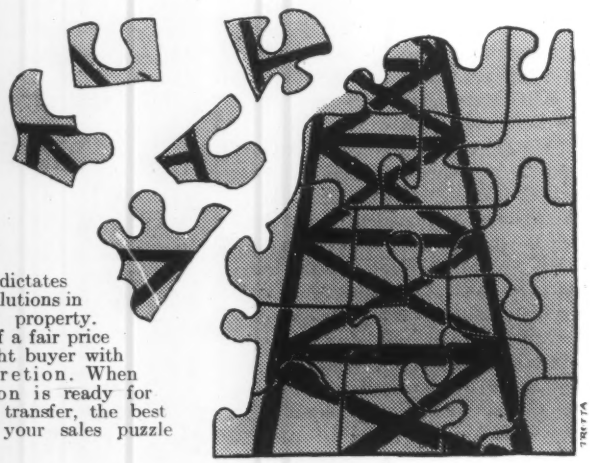
May was the first profitable month for WICC-TV Bridgeport, Conn., in five years of operation. It's a uhf outlet in a market of nine vhf stations.

Business Manager John Metts climbed 250 ft. up WICC-TV's 500 ft. tower to mark the month's $250 profit. He stuck a dollar bill on the tower at the 250 ft. mark and hopes soon to climb all the way.

NAB protests barring

Exclusion of radio-tv newsmen from coverage of public hearings on a proposed atomic waste disposal plant, held June 3 in New Britain, Conn., was protested last week (June 22) by NAB

Put the right pieces—in the right places—quickly



Experience dictates thoughtful solutions in selling your property. Be assured of a fair price from the right buyer with utmost discretion. When your station is ready for ownership transfer, the best solution to your sales puzzle reads—

exclusively with . . .

BLACKBURN & COMPANY

RADIO — TV — NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

President Harold E. Fellows. He was joined in the protest by Robert D. Swezey, WDSU New Orleans, chairman of NAB's Freedom of Information Committee.

Coverage refusal was the result of an order by Examiner Samuel W. Jensch of the Atomic Energy Commission. It was based on the claim the hearings were quasi-judicial and therefore in line with the radio-tv ban in Canon 35 of the American Bar Assn. WNBC (TV) New Britain was denied permission to have film cameramen in the hearing room.

The NAB statement said the canon hasn't been adopted as a rule governing quasi-judicial administrative proceedings and the AEC application is contrary to its purpose.

Broadcast managers to study at Harvard

An intensive two-week seminar in broadcast management will open July 6 at Harvard Graduate School of Business Administration, Boston, with 60 broadcast managers as students. The course was conceived by Charles H. Tower, NAB manager of broadcast personnel and economics.

NAB President Harold E. Fellows will address the final seminar dinner July 17. Those taking part in the course will be presented certificates of completion.

Prof. Andrew Gyorgy, of Boston U., author and social scientist, has been added to the list of special speakers. The list includes Dr. Frank Stanton, CBS president, and John Kenneth Galbraith, Harvard economics professor.

Md.-D.C. meet

Repeal of Sec. 315, equal-time portion of the Communications Act, was advocated in a resolution adopted June 20 by Maryland-D.C. Radio & Tv Broadcasters Assn. meeting at Ocean City, Md. Passage of the Holland bill (HR 1929) providing equal-time relief for newscasts was advocated.

R. C. Embry, WITH Baltimore, association president, presided at the meeting. Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, and Edward Prager, head of his own Baltimore agency, were speakers (BROADCASTING, June 22).

The next meeting of the association will be held in October.

• Rep appointments

• XEAK Tijuana, Mexico, appoints Peters, Griffin, Woodward, N.Y.

• Adam Young Inc., N.Y., last week announced signing representation agreements with WPEO Peoria, Ill., KDAY Los Angeles and KIOA Des Moines.

• Ayers, Allen & Smith, S.F., appointed by KTIX Seattle; KLOG Kelso, Wash.; KHTV (TV) Portland, Ore.; KPOI Honolulu; KENO Las Vegas and WWIN Baltimore.

• WADA Shelby, N.C., appoints Grant Webb & Co.

• KPEN (FM) San Francisco names Fine Music Hi-Fi Broadcasters Inc., N.Y., in the eastern U.S. WMMM Westport, Conn., appoints the company for national sales.

• WTYM Springfield, Mass., names Jack Masla & Co., N.Y., effective July 1.

• WRIP Chattanooga, Tenn., appoints Forjoe & Co., N.Y.

• Media reports

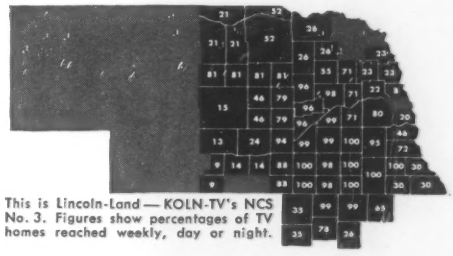
• WERE Cleveland is offering $200 for information leading to the apprehension of a missing witness in a trial in Cleveland Common Pleas Court. On trial is a local gambler accused of conspiring to kill an employe. Without the

YOU'RE ONLY

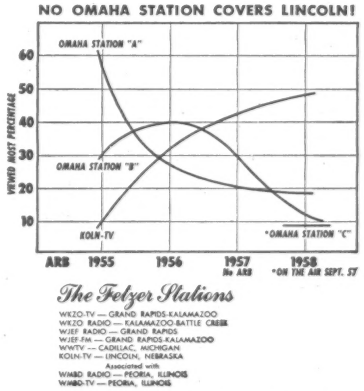
HALF-COVERED

IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains *more than half* the buying power of the entire state, and *it's completely dominated by one TV station — KOLN-TV!* In the Eastern market, no fewer than *three* TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
THE BIGGEST MOST COMPREHENSIVE PULSE STUDY ever made* PROVES
KFBC
CHEYENNE, WYOMING
Intermountain Network Affiliate
IS DOMINANT IN THIS FASTEST GROWING MARKET
With 36% Share of Audience
*Jan 59—45 Mkts—7 States
ASK FOR YOUR COPY
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

witness' testimony the state may have to dismiss the case.

• KFAB Omaha, Neb., has sponsored its 31st and 32nd scholarships to the U. of Nebraska. The scholarships are awarded to winners of the annual Nebraska 4H public speaking contests.

• Tv tape recordings of the Bolshoi Ballet made at KTLA (TV) Los Angeles are being transferred to 35 mm film at studios of NBC in Burbank, Calif., presumably for showing in theatres, although Matty Fox, who reportedly spent close to $1 million to record the Russian dancers on tape, still has not announced exhibition plans. NBC technicians are using the kinescope process to move the pictures from tape to film, playing the tape into a closed circuit tv system and filming the images from the face of the monitor tube.

• Thomas P. Chisman, president, WVEC - AM - TV Hampton - Norfolk, Va., has been appointed to head the Commission to Study the Feasibility of Educational Television for the State of Virginia. He is president of the Virginia Assn. of Broadcasters (AT DEADLINE, June 22). Sam Carey, program director, WRVA-TV Richmond, Va., and Davis Paschall, superintendent of instruction for Virginia, also are on the commission. They will work with six of the state's legislators to investigate the possibilities of using etv on a statewide basis.

• WJAN Ishpeming, Mich., was to begin operations Friday (June 26). R.G. Bloomquist is president-general manager. The daytimer broadcasts on 970 kc with 5 kw.

• KBIG Santa Catalina, Calif., has installed direct uhf radio communication between the Southern California mainland and Catalina Island. Constructed in cooperation with Los Angeles Civil Defense authorities, the facility provides an emergency link with the mainland, and operates as a supplement to regular telephone service.

• CBS Foundations Inc. announced last week that it is increasing its grants to privately-supported colleges and universities from $2,000 to $3,000 for each qualifying employe of CBS, in whose name the grant is made. For 1959, CBS Foundations will contribute $60,000 to 15 colleges and universities, based on 20 graduates of these institutions who now are CBS executives. The grants are being increased, a CBS spokesman said, because of "the rising costs of higher education."

• The New Jersey Broadcasters' Assn. has organized a sports committee to "try and abolish all fees for [high school and college sports] broadcast rights that seem unjust and unwarranted." Head of the committee, Dave Moss, sports director of WKDN Camden, says they will find answers to the questions: When does one pay? What fees are paid? Where are obstacles met on broadcast rights? And what specific [New Jersey] schools offer resistance [to sports broadcasts]? The committee will present a report of its findings at the Oct. 29-31 NJBA convention at Nassau Inn, Princeton.

• Carl Byoir & Assoc. (public relations), N.Y., has awarded its annual fellowship to Robert Lindsay, instructor at the U. of Minnesota School of Journalism. The fellowship provides a five-week residency at Byoir's headquarters where the winner studies the company's operations. The award is made through the Foundation for Public Relations Research & Education of the Public Relations Society of America.

• The Blair Companies (John Blair & Co., Blair-Tv and Blair Television Assoc.) report that because of increased volume of spot broadcast activity in the Southwest, new and larger quarters will be occupied by the Dallas branch offices effective today (June 29). New address: 3028 Southland Center. Telephone: Riverside 1-4228.

• TelePrompTer Corp. (cueing devices, closed-circuit tv productions) has moved its Chicago office to 316 N. Michigan Ave. from 177 N. State St.

• Crusade for Freedom, N.Y., which earlier this year conducted a nationwide competition to promote a Radio Free Europe Truth Broadcast Program, has selected three stations for special awards consisting of a trip to Europe for a representative of each winning station. They are WEJL Scranton, Pa., KSOO Sioux Falls, S.D., and KMOX-TV St. Louis. The European tour prize includes an inspection of RFE facilities in Munich and Lisbon. The awards were for the best promotional effort to secure public participation in the 1959 Truth Broadcast Program.

• Storer Broadcasting Co. names Peter Finney & Co., Miami, Fla., as corporate and station advertising agency. Storer stations: WSPD-AM-TV Toledo, WJW-AM-TV Cleveland, WJBK-AM-TV Detroit, WAGA-AM-TV Atlanta, WVUE-TV Wilmington-Philadelphia, WWVA Wheeling, W. Va., and WGBS Miami.

• WXYZ Detroit has commenced a 24-hour broadcasting schedule. D.j. Chuck Daugherty handles the new 1-5:30 a.m. slot Monday through Saturday.

MOON-BOUNCE TV
Trans-ocean system being demonstrated

Trans-oceanic television, via the moon, may be just a few months off.

The genesis of over-the-ocean tv will be demonstrated this week in Washington when the U.S. Navy unveils its trans-Pacific moon-bounce communications circuit. The demonstration takes place at the military electronics convention of the Institute of Radio Engineers at the Sheraton Park Hotel in Washington.

The 4,829-mile, over-the-ocean circuit, is expected to be put into regular operation by the end of the current year.

The four-station system was engineered and equipment built by Continental Electronics Mfg. Co., Dallas, Tex. This is the company headed by former broadcasting consulting engineer James O. Weldon.

In the U.S. the transmitting station is located near Annapolis, Md., with its receiving terminal at Wahiawa in Hawaii. The Hawaiian transmitter is located at Opana with the receiver at Cheltenham, Md. The transmitters generate 100 kw power.

The circuit has been successfully tested, according to Continental Electronics, from the low end of the vhf band at 30 mc to the upper limit of the uhf band, 3,000 mc. Both narrow-band and wide-band signals have been used, it was reported. The circuit will be in use from four to 14 hours daily when regular serrvice is instituted, it is understood. The difference in use time is due to the varying orbits of the moon.

The importance of the moon relay, particularly to the far-flung Navy, was noted by Rear Admiral Rawson Bennett, chief of Naval Research, who called it "one of the most significant advances in radio communications in many years."

Webcor-Emerson deal remains uncertain

Is the sale of 20% of Webcor outstanding common stock to Emerson Radio & Phonograph Corp. still valid or can it be cancelled? That question was still unanswered Thursday (June 25). Principals in the stock deal of last May issued conflicting statements.

Titus Haffa, chairman of Webcor Inc. (recording equipment), Chicago, reported he has been trying to cancel the contract and would like to buy the shares back because of alleged conflict with Illinois law. Walter P. Altenburg, Webcor legal counsel, said the contract for purchase of 130,000 shares has been cancelled. Benjamin Abrams, president of Emerson Radio, said in New York that the contract could not be cancelled and that Emerson would retain the stock.

Mr. Haffa wants to repurchase the 130,039 shares because he was advised by counsel that certain provisions of the contract conflicted with Illinois corporate law. Among provisions of the contract, he said, is one calling for election of new directors. Under law, he pointed out, present directors could not be replaced without "just cause" before their terms expire. Mr. Haffa added he never intended any management changes when he and his family sold the stock.

The next stockholders' meeting is set for Oct. 31.

The controversy arose a fortnight ago when Emerson filed suit in the circuit court of Cook County, Ill., seeking access to Webcor's financial records and questioning the "validity and propriety" of transactions involving Mr. Haffa, his relatives and corporations owned or controlled by them (BROADCASTING, June 22).

RCA color ad push slated for this fall

One of the greatest advertising programs in the history of RCA Victor is planned for the last half of 1959, it was announced Tuesday by Jack M. Williams, manager, advertising and sales promotion, RCA Victor Home Instruments. A kind of reverse strategy has been adopted to introduce RCA Victor's "Newsmaker" lines of color and black-and-white tv sets, radios and stereo sets. Starting in July, the campaign will be launched first in local media, followed by national magazines and radio-tv networks.

In addition to a 50% greater number of insertions in national magazines, RCA plans a heavy schedule on television and radio, particularly for color tv sets on color programs. Some 70 minutes of color commercials will be telecast on such new NBC-TV pro-

The TWO most likely to Succeed...
in the Detroit Area!
CKLW
radio
50,000 Watts
CKLW-TV
channel 9
325,000 Watts
The only full power twins in the market . . . CKLW radio featuring Million Dollar Music . . . CKLW-TV featuring Million Dollar Movies . . . are sure to succeed in selling your products in this great market. Great power and programming combinations that are at the head of the class.
GENERAL OFFICES:
GUARDIAN BLDG. • DETROIT 26, MICH.
J. E. Campeau
President
ROBERT E. EASTMAN & CO., INC.
Nat'l Radio Rep.
YOUNG TELEVISION CORP.
Nat'l TV Rep.

Paradigm

Iowans had a total personal income of $5,462,000,000 in 1958.

WMT
Eastern Iowa's Keep-Everybody-Posted Station
National Reps: The Katz Agency

grams as *Bonanza, Sunday Showcase* and on the 90-minute special, *The Moon and Sixpence*, set for Nov. 20. A new musical commercial for use on NBC Radio's weekend *Monitor* program as well as on local radio features a score based on the "Newsmaker" theme. RCA institutional advertising will support color tv with ads in *Time, U.S. News and World Report* and financial and trade publications.

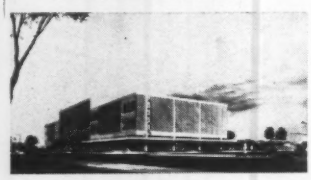
• Technical topics

• Professional broadcast engineers get a break in New York at Harvey Radio Co., which last Wednesday (June 24) opened its new professional audio room at 103 W. 43rd St. Harvey designed the second-floor restricted-admission adjunct to its consumer showrooms as a place where visiting engineers could actually operate and test equipment they might be planning to buy. This, the company feels, is an opportunity the pro rarely gets, pointing out that most buying is done from catalogs on a "sight unseen" basis. Nearly $70,000 worth of equipment is on hand, including tape recorders and duplicators, equalizers, amplifiers, attenuators, microphones, booms and other lines of both American and foreign makes.

• All 10 directors of Allen B. Du Mont Labs Inc. were re-elected at the annual shareholders' meeting in Clifton, N.J., last Wednesday (June 24). The company's directors are Dr. Allen B. Du Mont, David T. Schultz, Barney Balaban, Armand G. Erpf, Dr. Thomas T. Goldsmith Jr., Oscar Lasdon, Robert A. Maes, Paul Raibourn, Percy M. Stewart and Edwin L. Weisl.

• Ampex Corp.'s Professional Products Div., Redwood City, Calif., has introduced 3300B duplicating master playback machine. Operating at 120 inches per second (twice the speed of former equipment), the new duplicator promises savings in production costs while maintaining the quality of 7½ ips stereo tapes. The bank of 10 slave duplicating recorders of the 3300B master playback machine will copy one hour of 7½ ips four-track material in about 45 seconds.

Sears, Roebuck and Co. Picks Jacksonville



Sears, Roebuck and Co. has picked Jacksonville for its huge new multi-million dollar store—its largest retail store in the South. Sears' new store is a welcome addition to the rapidly expanding North Florida economy and it is evidence of Sears' faith in the State of Florida's Gateway City.

AND JACKSONVILLE PICKS WFGA-TV

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.
(Third Of A Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

INTERNATIONAL

Arab world to get first commercial tv

The first commercial tv station in the Arab world is expected to go into operation by July 1 with two channels on the air simultaneously, according to Welles Hangen, NBC bureau chief in Cairo, who has prepared a report on the status of tv in the Middle East.

The new station is Television Beirut, which will program entirely in Arabic on one channel (174-181 megacycles) and in French and English on the second channel (188-195 megacycles). Beirut Tv is a closed corporation of some 14 Lebanese and Syrian businessmen, Mr. Hangen said.

Although an estimated 600,000 persons live within range of the Beirut station, only some 3,000 tv sets will be in operation in Lebanon during the station's first year. The station's franchise requires the establishment of two satellite stations within three years.

Television Beirut's facilities are housed in a modern seven story, air conditioned building, with two Thompson-Houston transmitters on the roof. The building contains in addition to offices and studios, a 500-seat theater for audience-participation shows and a "teleclub," which will offer night-club entertainment and television to the public.

If Television Beirut succeeds, as most people expect it will, it will create a rush for tv franchises in other Middle Eastern countries, Mr. Hangen predicts. Already the Cyprus tv station, formerly operated by the British Colonial Office, is converting to commercial operation, he said.

Canadian applications entered before BBG

Numerous applications for new am, fm and tv stations are to be heard by the Board of Broadcast Governors (BBG) at Ottawa July 7-9. West coast applicants will be heard July 7, central Canadian applicants July 8, with Quebec and Atlantic coast applications on July 9.

The first Canadian fm network, programming separately from affiliated am stations is being requested by Canadian Broadcasting Corp., for stations CBF-FM Montreal, CBO-FM Ottawa, CBL-FM Toronto. This is also the first time CBC, the government-owned organization, has appeared before BBG for a network. CBC is also applying for seven low power relay transmitters in the provinces of Nova Scotia and New Brunswick.

There are three applicants for a tv station at Prince George, B.C., on ch. 3, of which CKPG Prince George, is one. CKSA Lloydminster, Alta., is applying for a tv station on ch. 2. Tv

satellites are being applied for by CKX-TV Brandon, Man., at The Pas, Man., Swan River, Man., Flin Flon, Man., and Moon Lake, Man., all mining camps.

CKTM-TV Three Rivers, Que., is requesting a power boost to 42.5 kw video and 21.25 kw audio on ch. 13. CHAU-TV New Carlisle, Que., is requesting exclusive operation in French, with new tv station on ch. 12 for English-language programs. CJON-TV St. John's, Nfld., wants power boost to 62 kw video and 33 kw audio on ch. 6. CFCY-TV Charlottetown, P.E.I., has asked for a tv satellite at New Glasgow, N.S., on ch. 7. CKWS-TV Kingston, Ont., is requesting power increase on ch. 11 to 130 kw video and 78 kw audio power.

New radio stations are being asked for Hamilton, Ont., on 1280 kc with 5 kw day and 2.5 kw night; at Burlington, Ont., on 1540 kc with 1 kw; at Pointe Claire, Que., 1 kw on 1470 kc; and a new fm station at Vancouver, B.C., with 18.95 kw on 103.5 mc.

Power increases are also being requested by a number of radio stations.

CBC Radio reinstates its opinion program

The Canadian Broadcasting Corp. board of directors has reinstated an early morning radio opinion program that it had cancelled last week. The reinstatement, effective today (June 29), follows a walkout last Tuesday by 30 CBC producers and assistants at Toronto, Montreal and Ottawa. They charged political interference with opinion programs.

CBC's top management decided two weeks ago to replace the 3-minute program in which members of the news gallery at Ottawa commented on happenings in the Canadian Parliament with factual news report of the previous day's transactions in Parliament. The resignations were discussed in Parliament Tuesday and Revenue Minister George Nowlan, to whom CBC reports, stated no political pressure had been applied by the government to stop controversial programs or interfere with any CBC programs. CBC has been under investigations by a parliamentary broadcasting committee for some weeks.

Frank Peers, supervisor of talks and public affairs broadcasts, Toronto, stated in his resignation that "clandestine political influence has been brought to bear on CBC management and that decision threatens the integrity of all public affairs programs."

• Abroad in brief

• CFAX Victoria, B.C., is slated to commence operation July 18. Its studios in Central Bldg. are completed and the transmitter is being installed at Swan Lake (2¼ miles from Victoria). The daytimer will be on 810 kc with 1 kw.

• Robert Saudek Assoc., N.Y., last week anounced it had made arrangements for the telecasting Sept. 26 on Eurovision of the Venice festival appearance of conductor Leonard Bernstein and the New York Philharmonic. Telecast will be seen by estimated 60 million viewers.

• Broadcasters invited to dinner with Queen Elizabeth II and Prince Philip at Toronto, Ont., on June 29 at the Royal York Hotel, were Mr. and Mrs. H.G. Walker, director of English-language networks of Canadian Broadcasting Corp., Toronto; Mr. and Mrs. Elsworth J. Rogers, CFRB Toronto; Mr. and Mrs. Alan Waters, CHUM Toronto; Mr. and Mrs. F.H. Hewitt, CKFH Toronto; and Mr. and Mrs. Jack Kent Cooke, CKEY Toronto.

• WTOM-TV Cheboygan, Mich., is now represented in Canada by Radio & Television Sales Inc., Toronto, Ont., and has an increasing number of viewers in the uranium mining area of upper Ontario, north of Lake Huron.

• WJJD Chicago is to send a series of reports on the city's upcoming Pan-American Games to international shortwave KGEI Belmont, Calif., for transmission to Central-South America and the Caribbean area. The programs are part of *Pan-American Preview* (Fri. 9:45 p.m.), a public service series.

• Separate fm programing by CFRA-FM Ottawa, Ont., from its affiliate, CFRA, is largely responsible for boom in fm receiver sales in Canada's capital city, radio stores there report. Sales have soared from less than a dozen in February to over 200 in May, with a current estimate of some 20,000 fm receivers in the Ottawa area.

• Elliott-Haynes Ltd., Toronto, Ont., research organization, has released the first of its tri-annual sets-in-use reports for Canadian radio coverage for the months January-April 1959. The report shows an average sets-in-use figure for the four months, day and night, of 18.8, with daytime average at 21.1, and night average 13.8. By months, the daytime average was 21.1 in January, 21.6 in February, 21.4 in March and 20.2 in April. Night sets-in-use figures were 14.3 in January, 14.2 in February, 14 in March and 12.8 in April. Survey covered Montreal, both English and French, Toronto, Winnipeg and Vancouver.

• RCA Victor Ltd. opened a new concert studio and stereophonic recording facilities at 225 Mutual St., Toronto, June 10.

FAMOUS BRANDS OF TEXAS

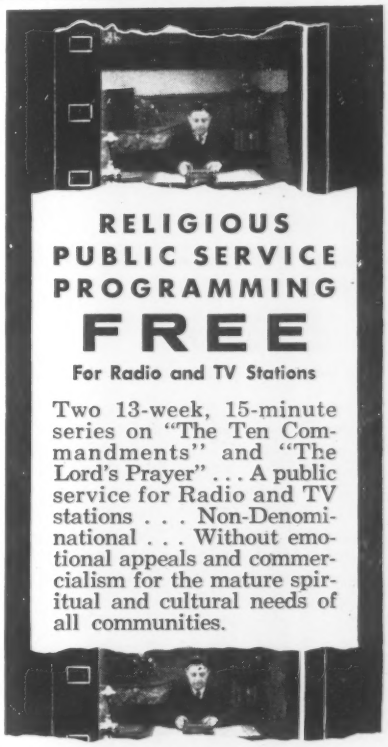
"QUIEN SABE"

"What brand's that?", a cow-hand asked. "Quien Sabe" (who knows) answered the Mexican. The half circles have been the "Quien Sabe" brand to this day.

ANOTHER FAMOUS BRAND OF THE TEXAS PANHANDLE

You'll know your brand story is reaching the people of the High Plains on K-7. KVII-TV is first in Amarillo three nights out of the week . . . with four of the top ten shows. Let the K-7 cowhands make your brand famous in this rich progressive High Plains area.

KVII-TV abc
amarillo, texas


RELIGIOUS
PUBLIC SERVICE
PROGRAMMING
FREE
For Radio and TV Stations
Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.

FATES & FORTUNES

Advertisers

• DONALD N. MCDONNELL, senior vp of Blyth & Co. (investment bankers) N.Y., elected chairman of board of Magnavox, Fort Wayne, Ind.

• J. CHARLES DERRICK, formerly vp in charge of advertising with Pepsi-Cola, N.Y., named director of advertising of Stroh Brewery, Detroit.

• WILLIAM P. LILJESTROM, assistant manager of sheet and plate product sales, Olin Aluminum, N.Y., promoted to southwestern sales manager, headquartering in Dallas.

Agencies

• GEORGE W. DAVIS, vp and account supervisor with Campbell-Ewald, Detroit, promoted to group account supervisor on General Motor's non-automobile products. CLYDE BENNETT, account executive, succeeds Mr. Davis as account supervisor on United Motor Services.

• CLIFFORD WILSON, formerly media director, Cockfield Brown & Co., Montreal, Que., agency, appointed to similar position with Kenyon & Eckhardt, Detroit. He succeeds BRENDON J. BALDWIN, who transferred to K&E's New York office as vp and associate media director.

• JACK V. SHIPPEE, formerly vp in charge of sales of All-Scope Pictures (commercial film division of 20th Century-Fox), named executive vp and principal in Dreyfus & Shippee Adv., L.A. Agency was formerly Dreyfus & Gardner before resignation of H.E. GARDNER. HAROLD DREYFUS, president, assumes duties of creative director. No change in agency's address.

• BERNARD J. GROSS, account supervisor and vp, Edward H. Weiss & Co., Chicago, appointed executive vp.

• DONALD E. LEONARD, formerly media director, W. B. Doner & Co., Baltimore, to Fuller & Smith & Ross, N.Y., in similar capacity.

MR. MURPHY

• WILLIAM A. MURPHY, formerly media director of Whitehall Labs Div. of American Home Products, N.Y., to similar position with W.B. Doner, Baltimore. Mr. Murphy previously was assistant media director of Benton & Bowles, N.Y.

• NELSON CARTER, vp and general manager, Foot, Cone & Belding, L.A., transferred to agency's New York office to assume position on national staff. He is succeeded by LOUIS E. SCOTT, vp and account supervisor, Los Angeles office. WILLIAM C. MATTHEWS, vp and account supervisor, FC&B, N.Y., succeeds JOHN R. LITTLE as general manager of agency's San Francisco office. Mr. Little's new assignment has not yet been announced.

• JAMES P. WILKERSON, account supervisor and vp with BBDO, N.Y., and EDWARD L. BOND JR., director, contact department, named senior vps. Mr. Wilkerson will be director of international division.

• JOHN E. KUCERA, assistant vp, Ted Bates, N.Y., elected vp. Other Bates appointments: JOHN N. CALLEY and WILLIAM E. WATTS, members of radio-tv department, named assistant vps.

• MORTIMER BERKOWITZ JR., advertising director *Woman's Home Companion*, until it suspended publication, and JOSEPH HENRICI, account executive, BBDO, N.Y., elected vps of that agency.

• ROBERT I. KIMEL, formerly general manager of WHAV-AM-FM Haverhill, Mass., has opened agency there. Address: 57 Park St. Phone DR 3-3937.

• BRUCE BALDWIN, creative director of John W. Shaw Adv., Chicago, named vp.

• GERALD M. FELD, formerly advertising and sales promotion manager of Thomas Organ Co., Sepulveda, Calif., named media director of Los Angeles office of Doyle Dane Bernbach. RUTH MESTON, account secretary with that office, assigned to media department.

• SUREN ERMOYAN, formerly senior vp and visual director of Lennen & Newell, N.Y., to BBDO, that city, as creative visual supervisor, art department.

• JOHN C. BUKER, vp and account executive with Holst & Male, Honolulu, rejoins Botsford, Constantine & Gardner, Portland, Ore., where he was vp and office manager until 1957. Mr. Buker will be vp and account executive on men's division of Jantzen Inc. (sportswear), that city.

• THOMAS F. SWICK and ALFRED R. SANNO, media account supervisors at McCann-Erickson, N.Y., named associate media directors. They are succeeded by THADEUS S. KELLY and JOHN P. HORVATH.

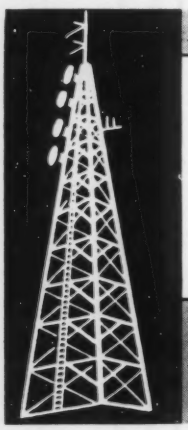
• HARRY E. PENGEL, 66, vp and media manager of Brooke, Smith, French & Dorrance, N.Y., died June 18 following heart attack at his Brewster, N.Y., home. Mr. Pengel was original partner of Dorrance & Sullivan, advertising agency. When that firm was absorbed by BSFD in 1935, he joined new company as vp.

• EDWIN C. OLSON, vp of Roche, Rickerd & Cleary, Chicago, died June 20.

• RAY MILICI, president of Milici Adv., elected head of Honolulu Advertising Club. Other officers: MRS. LILLIAN GIVENS, Honolulu Educational Assn., treasurer; PHILLIP DOOLEY, Woodrum & Staff, vp. New directors elected were ROBERT O. KELSEY, Milici Adv.; FRANCES H. WILLIAMS, Hawaiian Electric; WERNER STOY, Camera Hawaii; DENNIS MCCARTHY, Holst & Male; MRS. JOSEPHINE ACHIMORE, Cardinal Services, and DON OVER, Trade Publishing.

• ROGER EATON, formerly account executive with KBTV (TV) Denver, to Dunshee Adv., that city, in similar capacity.

• CAMILLE MUSCARELLA, chief estimator of both print and time, Clinton



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Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

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BROOKLYN 1, N. Y.
ULster 2-5600

DAVID JARET CORP.

E. Frank, Chicago, appointed timebuyer and assistant to radio and tv time supervisor.

Networks

MR. PETERSON

• EDWIN R. PETERSON JR., account executive with Keystone Broadcasting System, Chicago, named general manager of new Detroit office opening July 15 in Penobscot Bldg. JOHN T. HARTIGAN, formerly with Forjoe & Co., station representative, Chicago, joins Keystone as account executive.

• ANTHONY C. KRAYER JR., manager of NBC owned stations and NBC Spot Sales Div., promoted to director of business affairs. Other promotions: HUGH F. DEL REGNO, senior operations analyst, to manager of budgets; NICHOLAS GORDON, manager of rates and program evaluations, to manager of rates and rating analysis and GERALD E. MARENOFF, chief accountant, to manager of accounting.

• BERNARD N. EISMANN, reporter with CBS News, N.Y., named bureau manager—correspondent of CBS News, Chicago. He succeeds GEORGE FABER, appointed publicity manager, CBS Films, Hollywood.

Stations

MR. RICHARDS

• GRAHAM RICHARDS, formerly national program director of Inter-Mountain Network, to Storz Broadcasting Co. in similar capacity, effective July 1. Storz operates WDGY Minneapolis, WHB Kansas City, KOMA Oklahoma City, WTIX New Orleans and WQAM Miami.

MR. WARREN

• FRANK WARREN, formerly vp, charge of sales, and board member of KULA Honolulu, appointed board member and general manager of Hawaiian Broadcasting System (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku).

• DOUG THOMPSON, sales promotion and program manager of KPAC-TV Beaumont-Port Arthur, to KCEN-TV Temple, both Texas, as assistant general manager.

MR. WODLINGER

• MARK WODLINGER, formerly sales manager of WOC-AM-FM-TV Davenport, Iowa, named national sales manager of WMBD-TV Peoria, Ill. Mr. Wodlinger remains executive vp of Community Telecasting Corp., applicant for ch. 8 Davenport-Rock Island (Ill.)-Moline, (Ill.).

• RALPH S. HARTMAN, commercial manager of WHGB Harrisburg, Pa., named station manager. Other WHGB changes: BOB YANICH, air personality, to program director; TED HEPBURN to commercial sales manager; JACK HOOPER to production manager, and MRS. LOUISE M. ADAMS to women's editor.

• GEORGE E. DONNELLY, business manager, New York *Daily News*, and W.H. JAMES, assistant business manager, named treasurer and assistant secretary, respectively, of WPIX (TV) New York.

MR. BRYANT

• JAMES R. BRYANT JR., named sales promotion manager of WDAK Columbus and its affiliates, WDAX McRae, WMOG Brunswick and WAYX Waycross, all Georgia.

• JACK LAUNER, formerly with WLWC (TV) Columbus, Ohio, and WCPO-TV Cincinnati, to KNTV (TV) San Jose, Calif., as program director.

MR. MOLER

• JOHN C. MOLER, assistant manager in charge of WKY Oklahoma City, named managing director of WIBG-AM-FM Philadelphia, effective August 1. Mr. Moler joined WKY in 1951 as local salesman.

• JACKSON FLEMING, local sales manager of KGW Portland, Ore., promoted to station manager, effective July 1.

• JAMES R. OSBORN, account executive with WCBS-TV New York, named commercial manager of KXTV (TV) Sacramento, Calif.

• LYLE C. MOTLEY, chief engineer and assistant manager of WBTM Danville, appointed general manager and executive vp of WMNA Gretna, both Virginia, effective July 1.

• SHELDON GIBBS, country music personality, named station manager of KONI Phoenix, Ariz., as station shifts to country music policy. MRS. MARY JANE PHILLIPPI, former KONI mana-

BUY NOW FOR THE FUTURE
Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere—Write to Ampex for a copy of Bulletin B.
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CORPORATION
professional products division
934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

ger, to director of operations of KONI and general manager of KELE (FM) Phoenix.

• CARL WESSER, 58, chief facilities engineer and member of WWJ-AM-FM-TV Detroit's engineering staff for 28 years, died June 18 in Alpena, Mich.

• JOHN F. DILLE JR. named president of U. of Chicago alumni association. Mr. Dille is president of Truth Publishing Co., (WSJV [TV] South Bend, WTRC-AM-FM Elkhart, WKJG-AM-TV Fort Wayne, all Indiana.)

• THOMAS L. THOMPSON has resigned as program director of KHOU-TV (formerly KGUL-TV) Houston.

• RAY SHOUSE, producer-director-announcer, named to newly-established post of creative coordinator of WTAR-TV Norfolk, Va.

• JOHN MCGHIE, producer-director with KOIN-TV Portland, Ore., joins KXTV (TV) Sacramento, Calif., in similar capacity.

• FRED R. RIPLEY, 66, veteran broadcaster and newspaperman, died June 22 in Cleveland. Mr. Ripley entered radio with WHK Cleveland in 1922 and was later assistant to general manager of WGAR, that city. In 1948 he was named vp and general manager of WERE-AM-FM Cleveland. Mr. Ripley returned to WGAR, where he conducted local newscast until his retirement in early 1950's.

• LEE ELLIS, formerly program manager of KFSD-AM-FM San Diego, to KFMU (FM) Los Angeles as sales manager.

• GEORGE GOTHBERG, president of WFPA Fort Payne, Ala., named general executive of *DeKalb County News*, local newspaper. He will oversee sales promotion for joint radio-newspaper advertisers. DALE SMITH, publisher of *News*, named general executive of station, taking charge of feature program, *Living News*. Appointments reflect no change in ownership of either property.

• JERRY JACKSON appointed program director of KINT El Paso, Tex.

• FRANK MORRIS, formerly senior editor with CBS-TV, L.A., named west coast representative of television code affairs department of NAB, effective July 6.

Representatives

• RAYMON L. HAMILTON, account executive with WINS New York, appointed Detroit sales manager of Television Advertising Representatives, serving five Westinghouse Broadcasting Co.'s stations, effective July 1.

Programming

• FRANK BRAXTON, freelance animator, elected president of Screen Cartoonists Guild, independent Hollywood union, for coming year. Other new officers: MARGARET JULIAN, Quartet Films, vp; HELEN HANSEN, Quartet Films, recording secretary; JEAN WASHAM, freelance artist, treasurer and financial secretary; BERNARD GRUVER, freelance layout artist, warden. GERARD BALDWIN, freelance animator, will edit Guild paper, *The Animator*. JOHN KENT HARRIS is business agent.

• LESLIE ROUSH, head of his own film producing company, Leslie Roush Productions, Mineola, L.I., named to head MGM-TV's New York studios, currently under construction at 550 Fifth Ave. (BROADCASTING, June 15). Mr. Roush also will supervise completion of facilities which are expected to be ready about July 1.

• HERBERT L. MILLER, formerly district manager, International Television Corp., Chicago, and LEE JACOWAY, formerly with sales staff of WRVA Richmond, Va., to Ziv Television Programs, Inc., as account executives in Chicago and Florida, respectively.

Equipment & Engineering

MR. SHEPARD

• H. W. (HANK) SHEPARD, general manager of WAMP and WFMP (FM) Pittsburgh, appointed to newly-created position of administrator of color television market development of RCA Victor Home Instructions, Camden, N.J.

• WILLIAM C. BOLENIUS, executive vp, American Telephone & Telegraph Co., N.Y., elected board director.

• DR. J. EARL THOMAS JR., head of physics department of Wayne State U., Detroit, appointed to newly-created post of research and engineering director, semiconductor division of Sylvania Electric Products, Woburn, Mass.

• FREDERICK J. LAUTENSCHLAEGER, administrator, receiving tube operations, RCA electron tube division, Harrison, N.J., named plant manager. WILLIAM B. BROWN, manager, tube manufacturing, RCA electron tube division at Woodbridge, N.J., named manager, that plant.

• C. ALLEN LINDQUIST JR. named head of new research and development division of Astatic Corp., Conneaut, Ohio, manufacturers of microphones, needles, cartridges and pickups.

Allied Fields

• JOHN T. MADIGAN, formerly program director of WMTW (TV) Lewiston-Poland Spring, Me., to publicity and pr division of Maine Department of Economic Development, Augusta.

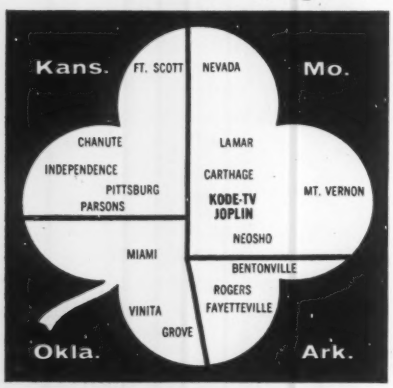
• PHILIP R. DUNNE, formerly director of publications and engineering assistant with American Newspaper Publishers Assn., Chicago, appointed assistant advertising manager of Central Scientific Co., that city.

• B.B. KAHANE elected president of Academy of Motion Picture Arts & Sciences. Other officers: ROBERT RYAN, first vp; SAMUEL G. ENGEL, second vp; HAL ELIAS, secretary; FRED METZLER, treasurer; JOSEPH H. KARP, assistant treasurer.

• MARTIN O'SHAUGHNESSY, 41, editor and publisher of *Phoenix Tee Vee* weekly tv news magazine, and Chicago journalist (*Tv Forecast*, *Boulevard* and *Variety*), died in Phoenix June 19.

• WILLIAM S. NIELSEN, formerly general manager of Epic Records, N.Y., to Urania Records, that city, in similar capacity.

This four-leaf clover is worth looking over!



MISSOURI'S 3rd TV MARKET

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
FKG *TV Mag., June '59

Johnny Duggan's big day • WRCA-TV New York picked John Duggan, 10, out of 49,000 contestants for the one-game job of Yankee bat boy. With Yankee manager Casey Stengel (l) and newsman Gabe Pressman of WRCA-TV, Johnny holds a dugout conference. During his day as a Yankee batboy, Johnny appeared on three local radio and tv shows and on the *Today* NBC-TV network program. He was saluted between innings by sportscaster Mel Allen on competing station WPIX (TV) New York and saw his name in lights on the stadium scoreboard. Johnny Duggan got the Yankee assignment by writing WRCA-TV the best letter of application. It was in verse, concluding: ". . . and tell the Lord and Casey that though I'm not quite eleven, I'll be the best batboy this side of heaven."

Big boost for Little League

WANE-TV Fort Wayne, Ind., KOCO-TV Enid, Okla., and KTVW (TV) Seattle-Tacoma, Wash., are telecasting Little League baseball games weekly.

WANE-TV and KOCO-TV built diamonds at the back of the studios for convenient coverage of the games. Local sponsors of the WANE-TV Little League coverage: Rice Oldsmobile, Holsum bread; Pepsi-Cola and Eck-Rich (luncheon meats). KTVW's sponsors: Carstens meats, Double-Cola, and Pacific Van Storage Lines.

CU at the Chicago Fair

Radio and television have been carrying a strong publicity schedule since June 15 leading up to the opening Friday (July 3) of the Chicago International Trade Fair. Chicago Unlimited, civic promotional group, will open a "Star and Communications Center" at the Navy Pier to originate special fair telecast, radio pickups, recorded and filmed interviews. The Chicago Unlimited slogan for the July 3-18 event: "CU at the Fair." The CU fair participation (BROADCASTING, April 20) was organized by the group's promotion and exploitation committee, headed by James G. Hanlon, public relations manager of WGN-AM-TV Chicago.

The cleanup media

Keep America Beautiful Inc., New York, estimates that broadcasters donated more than $3 million in public service time last year to its nationwide anti-litter movement.

Some station activities cited:

KMBC-AM-TV Kansas City, Mo., ran a contest calling for the best suggestion for keeping the city clean. The prize was a three-day trip for two to Las Vegas. The stations presented 100 street litter barrels to Kansas City Mayor H. Roe Bartle during a broadcast. Cost of the contest, litter barrels and air time donated: $11,840.

Washington, D.C., and Maryland broadcasters were given a citation by Maryland Governor J. Millard Tawes for "outstanding cooperation [in] . . . campaigns to eliminate roadside litter."

The North Carolina Broadcasters Assn.'s main public service project, "Keep North Carolina Beautiful," helped reduce cleanup costs $50,000 in twelve months.

KOY Phoenix, Ariz., cooperating with the Arizona Federation of Garden Clubs, paid for 49,000 litterbags that were given to automobiles entering the state.

Other broadcasters around the country are dramatizing the local situation in a variety of ways.

New radio-tv kits of litter-prevention material (including films) are being offered by Keep America Beautiful Inc., 99 Park Ave., New York 16, N.Y.

. . . would sell as sweet

Lee Bland, vice president of Leo Burnett Co., calls television commercial announcers "tv company salesmen." This definition won him an Isetta automobile in the Gothic Corp. (management consultant), New York, competition to "rename the announcer."

Runners up (presented with photographic equipment):

Jules Singer, vice president, Grey Adv.; Marshall Rothn, technical director, Kenyon & Eckhardt; Kennedy Williams, tv film producer, Benton & Bowles, and Armand Scala, film production supervisor, N.W. Ayer & Son.

Gothic, which represents several tv announcers, ran the competition for agencymen because it feels the nomenclature "announcer" is a holdover from radio.

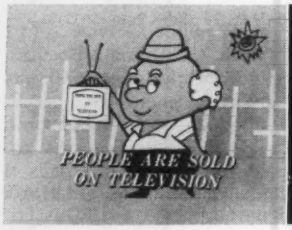
New sound for a new state

Mainland-type "big sound" radio has come to the Union's newest state. Jock Fearnhead, vice president and general manager of WINS New York, premiered the new sound last month over KPOI Honolulu. KPOI was renamed from KHON, which Mr. Fearnhead bought earlier this year.

The new management began by cancelling many old sponsors. Anything that didn't fit the new format of musical "happy sounds" had to go.

A battery of the area's top disc jockeys was hired to marshal the "happy sounds." KPOI placed a teaser campaign in their behalf on tv and in newspapers. Phonetic pronunciation of the new call letters was stressed in radio advance promotion, and island beauties gave away 10,000 samples of poi (tropical fruit).

An aggressive news policy was adopted, encompassing enlarged staff and facilities. Revamped studios, program additions of jingles, weather and news introductions, musical promotion



that means 40,300,000 homes

will be watching night-time television every week

or 91% of all TV homes

No summer hiatus • Television's industry "house ads" are being sustained in a new series of spots distributed by Television Bureau of Advertising, New York. The latest batch of 13 films includes the cartoon character (above) introduced in November, now using new statistics to sell the medium. Another behind-the-screen statistic revealed by TvB as it announced the new campaign: stations since November have contributed more than $5 million in time to the "People Are Sold" effort. The Wexton Co. handled campaign production.

spots and station breaks complete the new mainland look for KPOI.

The result: billings doubled during the first month.

• Drumbeats

• WNTA Newark, N.J., in a one-day campaign against winged pests collected corpses of 1,752 flies and 30 wasps from listeners. The station paid a 10-cent bounty on each house fly and 20 cents for wasps, for a total outlay of $181.20.

• KING Seattle gave each of five air personalities a blank billboard with instructions to "decorate them as you see fit (as long as you mention KING, NBC and plug your own shows)." D.j. Ray Briem was notified of impending fatherhood while he was painting his billboard. Before dashing off to the hospital he wrote, "Wife having a baby," on the board. The next day he added: "It's a boy."

• A 30-minute film, "Passport to Glamour," containing highlights of the recent Cannes Film Festival, is being made available to tv stations throughout the country without charge by NTA International Inc. Harold Goldman, NTA International president, said last week than more than 200 tv stations already have requested the film. It was produced in Cannes by Television Monte Carlo in association with National Telefilm Assoc., New York.

• It was "*Romper Room* Day" in Atlantic City Saturday (June 27). Teachers on *Romper Room*, a weekday tv kindergarden in 73 markets, entertained children and parents from New York, Baltimore, Philadelphia, Lancaster, Pa., and Washington. Activities included a life-saving demonstration by Atlantic City's beach patrol, a children's show on the pier and *Romper Room* songs and games.

• Disc jockeys of WING Dayton, Ohio, celebrated the station's 39th year last week by dressing in 1920 bathing suits and touring the city in a model of an antique automobile.

• WKJG-AM-TV Fort Wayne, Ind., is conducting a series of open houses to acquaint clients and public with the stations' new building. Each visitor is given a souvenir brochure that outlines WKJG-AM-TV history, pictures air personalities and gives a map of the building.

• The fifth annual Treasure Hunt, conducted by Bill Burrud's *Treasure* over KCOP (TV) Los Angeles and sponsor Mary Ellen's jams and jellies, drew 21,732 hunters this month. Admission to the event at Corriganville, Calif., was a safety seal from a Mary Ellen's jar. At stake was $10,000 in buried treasure. The sponsor's agency: Guild, Bascom & Bonfigli.

• When the custom of serenading the President was revived in the capital after a century's lapse, WGMS Washington did a remote broadcast of the event. Singers were massed choristers from local churches and delegates to the ninth Washington Pilgrimage of Religious Heritage of America.

Rocky Mountain VHF. $350,000. Good potential. Already in black. Lower price for all cash. Independent now with network affiliation coming up. This station is definitely on the upgrade.

Midwestern Facility, single station market. Only available frequency. Total consideration $800,000. $250,000 down. Excellent cash flow. Valuable real estate.

HAMILTON-LANDIS & ASSOCIATES. Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 18 through June 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Flagstaff, Ariz.—Saunders Bcstg. Co. vhf ch. 13 (200-216 mc); ERP 1.26 kw vis. 0.67 kw aur.; ant. height above average terrain 1832 ft., above ground 80 ft. Estimated construction cost $26,000, first year operating cost $38,000, revenue $43,000. P.O. address Box 1677, Flagstaff. Studio-trans. location Flagstaff. Geographic coordinates 35° 14' 28" N. Lat., 111° 35' 48" W. Long. Trans. Electron, ant. Andrew. Sole owner is Charles J. Saunders, who also owns KCLS Flagstaff and *Flagstaff Gazette* (weekly newspaper). Ann. June 24.

Existing Tv Stations

APPLICATIONS

KALA (TV) Wailuku, Hawaii—Mod. of cp which authorized to change frequency to ch. 7, 174-180 mc; with ERP vis. 11.98 kw, aur. 5.992 kw and ant height above average terrain 5764 feet. Ann. June 23.

WAFB-TV Baton Rouge, La.—Request for STA on ch. 9, 186-192 mc; ERP vis. 259 kw, aur. 133 kw; with trans. location at Pleasant Grove Church Road, near Zachary, La.; trans. RCA. Ant. height above average terrain 503.25 feet. Ann. June 23.

CALL LETTERS ASSIGNED

KMYR (TV) Los Angeles, Calif.—Sherrill C. Corwin. Changed from KGUD (TV).

WOLE-TV Aguadilla, P.R. — Western Bcstg. Corp. of Puerto Rico.

New Am Stations

ACTIONS BY FCC

Brinkley, Ark.—Tri-County Bcstg. Co. Granted 1570 kc, 250 w D. P.O. address 214 W. Cedar St., Brinkley. Estimated construction cost $13,900, first year operating cost $36,000, revenue $45,000. **Mason W. Clifton,** sole owner, is in newspaper publication (*Brinkley Argus*) and grain drying and storage. Ann. June 24.

Lafayette, Ind.—J. E. Willis. Granted 1410 kc, 1 kw D, DA. P.O. address 121 Barberry Lane, Lexington, Ky. Estimated construction cost $33,221.84, first year operating cost $48,000, revenue $60,000. Mr. Willis is former gen. manager-minority stockholder of WLAP-AM-FM Lexington, Ky. Ann. June 24.

Sparks, Nev.—Lakeside Bcstrs. Granted 1270 kc, 1 kw D. Ann. June 24.

Scotland Neck, N.C. — John Laurino. Granted 1280 kc, 5 kw D. P.O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $22,400, first year operating cost $35,000, revenue $45,000. Mr. Laurino, sole owner, is with AAA. Ann. June 24.

Williamsburg, Va.—Mary Cobb and **Richard S. Cobb** d/b as **Williamsburg Bcstg. Co.** Granted 740 kc, 500 w D. P.O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $15,400, first year operating cost $38,000, revenue $45,000. The Cobbs, frozen food interests, will be equal partners. Ann. June 24.

APPLICATIONS

Quincy, Fla.—Gadsden County Bcstg. Co. 710 kc, 1 kw D. P.O. address Box 375, Bainbridge, Ga. Estimated construction cost $25,537, first year operating cost $4,200, revenue $4,900. Equal owners are **John A.** and **Charles W. Dowdy.** John Dowdy owns WMGR Bainbridge, Ga. and 50% of WGRO Lake City, Fla. Charles Dowdy is former owner WLBG Laurens, S.C. Ann. June 24.

Mauston, Wis.—John D. Rice 1270 kc, 500 w D. P.O. address 304 S. Court St., Sparta, Wis. Estimated construction cost $13,821, first year operating cost $36,000, revenue $38,000. Mr. Rice has interests in WCOW Sparta, and KCUE Redwing, Minn. Ann. June 24.

Existing Am Stations

APPLICATIONS

WPRY Perry, Fla.—Mod. of license to change hours of operation from unl. to SH, (Mon. thru Sat.: 6:30 a.m. to 6:30 p.m. Sunday: 7:00 a.m. to 6:30 p.m.) (1400 kc). Ann. June 19.

WASK Lafayette Ind.—Cp. to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 18.

KNOC Natchitoches, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 23.

WKLK Cloquet, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. June 19.

KFAM St. Cloud, Minn.—Cp to increase daytime power from 250 w to 1 kw, install new trans., change ant.-trans. and studio location and make changes in ant. and ground systems. (1450 kc). Ann. June 18.

WQSN Charleston, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. June 19.

KANN Sinton, Tex.—Mod. of cp to make changes in DA-N system. (1590 kc). Ann. June 19.

WSKI Montpelier, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 18.

KATI Casper, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. June 19.

CALL LETTERS ASSIGNED

KTMP Tempe, Ariz.—John L. Breece.

KSLY San Luis Obispo, Calif.—Rex C. Stevenson.

KICN Denver, Colo.—Empire Bcstg. Inc. Changed from KMYR.

WSUG Clewiston, Fla.—Sugarland Bcstg. Co.

KGUD Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC.

WSOL Tampa, Fla.—WPIT Inc. Changed from WWTB.

WVLD Valdosta, Ga.—Norman O. Protsman.

WBGN Bowling Green, Ky.—Bowling Green Bcstg. Co.

KSEN Shelby, Mont.—Tri-County Radio Corp. Changed from KIYI.

New Fm Stations

APPLICATIONS

Salem, Ind.—Don H. Martin 98.9 mc, 2.702 kw. P.O. address Box 472, Salem. Estimated construction cost $9,901, first year operating cost $5,000, revenue $7,500. Mr. Martin owns WSLM Salem. Ann. June 24.

Lansing, Mich.—Herbert T. Graham 104.7 mc, 7.6 kw. P.O. address Box 965, 4215 Glenwood Ave., Lansing 4, Mich. Estimated construction cost $20,342, first year operating cost $12,720, revenue $36,816. Mr. Graham is general contractor. Ann. June 18.

Existing Fm Stations

APPLICATION

WPRB (FM) Princeton, N.J.—Cp to change frequency from 103.9 mc to 103.7 mc, increase ERP to 1.082 kw, change ant. height above average terrain to 187.5 ft. and install new trans. Ann. June 18.

CALL LETTERS ASSIGNED

KSBW-FM Salinas, Calif.—Salinas Valley Bcstg. Corp.

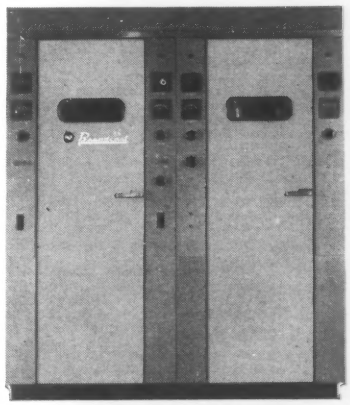
KLTT (FM) San Diego, Calif.—Bible Institute of Los Angeles Inc.

KGUD-FM Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC-FM.

WAFM (FM) Miami, Fla.—Bayfront Bcstg. Corp.

WBIE-FM Marietta, Ga.—Marietta Bcstg. Inc.

Equipping a Radio Station?



New RCA 5000-Watt AM Transmitter

Type BTA-5R/5R1

A true high quality transmitter, requires less floor space than previous 5 KW transmitters, and it has been designed to provide years of outstanding performance. Available with conventional tube rectifiers or with the all new silicon high voltage rectifiers the BTA-5R/5R1 assures low operating costs and long life. There is easy access from the front to the vertical chassis containing tubes, feedback ladders and overload relays. It is also available with color doors to match studio decor . . . Whatever your equipment requirement see your nearest RCA Broadcast representative first!

Or write for descriptive literature to RCA, Dept. UE-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

*WMBI-FM Chicago, Ill. — Moody Bible Institute of Chicago.

WDOC-FM Prestonburg, Ky. — Gordon Collins.

*KUMD-FM Duluth, Minn.—Board of Regents, U. of Minnesota.

WPBC-FM Minneapolis, Minn. — Peoples Bcstg. Co.

WDAF-FM Kansas City, Mo. — National-Missouri Tv Inc.

KHOL-FM Kearney-Holdredge, Neb.—Bi-States Co.

Ownership Changes

APPLICATIONS

WBRC-AM-TV Birmingham, Ala. — Seeks assignment of license from **WBRC Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

KBVM Lancaster, Calif. — Seeks assignment of license from **Brocaw Bcstg. Co.** to **Tri-County Bcstrs. Inc.** for $100.000. Purchasers are **George Patton,** 22½%; **Donald D. Lewis,** 37½%; **Roy N. Hinkel** 22½% and others. Mr. Patton owns Los Angeles ad agency; Mr. Hinkel is NBC commentator-producer, and Mr. Lewis is Hollywood ad agency executive. Ann. June 19.

KWBR Oakland, Calif.—Seeks assignment of license from **E.N. Warner** and **First Western Bank & Trust Co.,** trustee to **Egmont Sonderling,** 25%; **Richard Goodman,** 55%, and **Mason Loundy,** 20%, for $550,000. Applicants have interests in WOPA-AM-FM Oak Park, Ill., and WDIA Memphis, Tenn. Ann. June 19.

KROY-AM-FM Sacramento, Calif.—Seeks transfer of control and assignment of licenses from **KROY Inc.** to **John T. Carey Inc.** for $390,000. Sole-owner, **John T. Carey,** is former asst. general manager and sales manager of WIND Chicago. Ann. June 18.

KITO San Bernardino, Calif. — Seeks transfer of control of **Radio Associates Inc.** from **Myer Feldman, Raymond Ruff** and **Arnold Lerner** to **Kenyon Brown** for $120,000 and other considerations. Mr. Brown is president and 25% owner of KCOP-TV Los Angeles and owns KGLC Miami, Okla., and has interests in KFOX-AM-FM Long Beach, Calif., and KIMO Independence, Mo. Ann. June 23.

WARN Fort Pierce, Fla. — Seeks assignment of license from **Hurricane Bcstg. Service Inc.** to **South Jersey Bcstg. Co.** for $70,000. Purchasers include **Ranulf Compton** (35%), **Florence J. Compton** (21%) and others. South Jersey owns WKDN Camden, N.J. Ann. June 22.

WSRA Milton, Fla.—Seeks transfer of control of 9% of **Santa Rosa Bcstg. Inc.** from **Eugene T. Sudduth** to **James C. Smith III** for $2,500. After transfer, Mr. Smith will own 83% of Santa Rosa. Ann. June 22.

WMFT Terre Haute, Ind.—Seeks transfer of control of two thirds of **Citizens Bcstg. Inc.** from **Pauline A.** and **Archie S. Mobley** to **Thomas S. Land, Bryan Davidson** and **Richard O. Bieser** for $49,500. After transfer, Messrs. Land and Davidson will own 40% each, and Mr. Bieser, 20%. Messrs. Land and Davidson are equal partners in WFIW Fairfield and WJBD Salem, both Illinois. Mr. Bieser is manager WCNT Centralia, Ill. Ann. June 22.

WKYT (TV) Lexington, Ky.—Seeks assignment of license from **Radio Cincinnati Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WPTX Lexington Park, Md.—Seeks assignment of license from **Patuxent Radio Inc. (James S. Beattie)** to **WPTX Inc.,** wholly owned by **Sigmund Ades,** for $55,000. Ann. June 24.

WMIC Monroe, Mich.—Seeks assignment of license from **McIntyre Bcstg. Co.** to **560 Bcstg. Corp.** for $398,000. Principals include **Ross Mulholland** and **Richard E. Jones,** 25% each; **Bill O. Brink, L.W. Llewellyn, Glenn H. Brink** and **Earl B. Brink,** 12½% each. Mr. Mulholland is former WABC New York disc jockey, Earl B. Brink and sons Glenn and Bill, and son-in-law Llewellyn are associated in general insurance business. Glenn Brink is also airline pilot. Mr. Jones has minority interests in KXLY-AM-TV Spokane and KELP-AM-TV El Paso, Tex. Ann. June 23.

WCBQ St. Helen, Mich. — Seeks assignment of cp from **Paul A. Brandt** to **Frank Tefft.** No consideration involved. Mr. Tefft is in tv sales and service business. Ann. June 18.

KEVE Golden Valley, Minn.—Seeks transfer of control of 50% of **Western Bcstg. Corp.** from **Robert M. Purcell** to **James A. McKenna Jr.,** present 50% owner, for $105,000. Mr. McKenna is Washington, D.C. communications attorney. Ann. June 23.

WTWV (TV) Tupelo, Miss.—Seeks assignment of license from **Tupelo Citizens Tv Co.** to **WTWV Inc.** and transfer of 25% interest owned by **J.G. Petit** for $16,264. WTWV Inc. is owned by **F.K. Spain,** 60%; **W.D. Spain** 20%, **M.H. Spain** 10% and **Perrin Purvis** 10%. Ann. June 23.

WOV New York, N.Y.—Seeks assignment of license from **WOV Bcstg. Corp.** to **Bartell Bcstrs. of New York Inc.** Contingent upon FCC consent to request for transfer of control of WOV Bcstg. Corp. to Bartell Bcstrs. of New York Inc. Ann. June 23.

WGAS South Gastonia, N.C.—Seeks transfer of control from **Mace, Groves & Mace** to **MGM Bcstg. Corp.** Change from partnership to corporation. No change in ownership or consideration involved. Ann. June 22.

WKRC - AM - FM - TV Cincinnati, Ohio — Seeks assignment of license from **Radio Cincinnati Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WTVN-AM-FM Columbus, Ohio — Seeks assignment of licenses from **Radio Columbus Inc.** to **Taft Broadcasting Co.** through merger. Ann. June 23.

WTVN-TV Columbus, Ohio—Seeks assignment of license from **WTVN Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WKOV Wellston, Ohio—Seeks transfer of control of **Court House Bcstg. Corp.** from **Ray Brandenburg, Sam Marting** and **L. Morse Weimer** to **W.N. Nungesser.** After transfer, Mr. Nungesser will own 51.62% of licensee. Ann. June 19.

KPTV (TV) Portland, Ore.—Seeks transfer of control of **Oregon Television Inc.** from **George Haggarty** to **NAFI Corp.** for $3,750,000. NAFI Corp. manufactures auto interiors and foam rubber. Board Chairman is **Paul V. Shields.** Ann. June 23.

WLAC-TV Nashville, Tenn.—Seeks transfer of control of **WLAC-TV Inc.** to **Clint W. Murchison Jr.** and **John D. Murchison.** Murchisons have purchased 24% of stock of **Life & Casualty Insurance Co. of Tennessee.** Life & Casualty owns 50% of WLAC-TV Inc. Ann. June 19.

KREL Baytown, Tex.—Seeks assignment of license from **Tri-Cities Bcstg. Co.** to **Bayshore Bcstg. Co.** for $126,825. Purchasers are **Bob H. Walker,** 51%; **Nathaniel J. Walker,** 34%, and **Winfred W. Hamilton,** 15%. Bob Walker is sales manager KFDX-TV Wichita Falls, Tex. Nathaniel Walker is wholesale tobacco distributor and Mr. Hamilton is in air-conditioning business. Ann. June 23.

KALE Richland, Wash.—Seeks assignment of license from **KALE Inc.** to **D & D Bcstg. Corp.** for $150,000. Purchasers are **L.G. Dix** and **Harold K. Deutsch,** 50% each. Mr. Dix is manager KALE and Mr. Deutsch is sales manager WINS New York. Ann. June 22.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of Williamsburg Bcstg. Co. for new am station to operate on 740 kc, 500 w, D, in Williamsburg, Va. Comr. Fred Ford not participating. June 26, 1958 initial decision looked toward this action. Ann. June 24.

By decision, Commission granted application of J.E. Willis for new am station to operate on 1410 kc, 1 kw, DA, D, in Lafayette, Ind., with engineering conditions, and denied competing application of Crawfordsville Bcstrs. Inc., for similar facilities in Crawfordsville, Ind.; also denied latter's petition for reconsideration of Jan. 31, 1957, order enlarging issues in this proceeding. Comr. Robert Bartley not participating. March 19, 1958 initial decision looked toward this action. Ann. June 24.

By order, Commission made effective immediately May 12 initial decision and granted application of Tri-County Bcstg. Co. for new am station to operate on 1570 kc, 250 w, D, in Brinkley, Ark. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 28 initial decision and granted application of Lakeside Bcstrs. for new am station to operate on 1270 kc, 1 kw, D, in Sparks, Nev. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 11 initial decision and granted application of John Laurino for new am station to operate on 1280 kc, 5 kw, D, in Scotland Neck, N.C. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 5 initial decision and granted application of William F. Huffman Radio Inc., to change facilities of station WFHR Wisconsin Rapids, Wis., from 1340 kc, 250 w, unl., to 1320 kc, 500 w-N, 5 kw-D, DA-N. Ann. June 24.

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Price Bcstrs. Inc., for new am station to operate on 1320 kc, 1 kw, D, in Frederick, Md., and denying applications

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of Monocacy Bcstg. Co. for new station on same frequency with 1 kw, DA-2, unl., in Gettysburg, Pa., and Times and News Publishing Co. to change facilities of station WGET Gettysburg from 1450 kc, 250 w, unl., to 1320 kc, 500 w-N, 1 kw-LS, DA-2. Ann. June 23.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Farmville Bcstg. Co. for new am station to operate on 1250 kc, 500 w, D, in Farmville, N.C. Ann. June 24.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Lionel B. DeVille for new am station to operate on 1390 kc, 500 w, DA, D, in Franklin, La. Ann. June 24.

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Plains Bcstg. Corp. for new am station to operate on 1220 kc, 250 w, D, in Independence, Iowa. Ann. June 19.

STAFF INSTRUCTIONS

Commission on June 24 directed preparation of documents looking toward (1) denying protests by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., and (2) affirming Dec. 10 and Dec. 30, 1958 grants to Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations to operate on chs. 39 and 17, respectively, in Bakersfield.

Commission on June 24 directed preparation of document looking toward denying petition of American Bcstg.-Paramount Theatres Inc. (WABC), New York City, for rehearing of Commission's Sept. 5, 1958 decision in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M., involving use of 770 kc except insofar as mod. of that decision to provide for continued operation of KOB as Class II station until either June 1, 1960, expiration date of WABC's current authorization, or until such subsequent date as complete changeover can be effected.

Commission on June 24 directed preparation of document looking toward granting petition by County Bcstg. Co. for partial grant of its application for new am station to operate on 1300 kc, D, in Clarion, Pa., specifying power of 500 w in lieu of 1 kw in order to eliminate interference to WERE Cleveland, Ohio. Jan. 26 initial decision looked toward granting application for 1 kw.

OTHER ACTIONS

By memorandum opinion and order, Commission, on remand by U.S. Court of Appeals, reopened record in proceeding on applications of Plainview Radio, Plainview, Tex., and Star of Plains Bcstg. Co., Slaton, Tex., for new am stations to operate on 1050 kc, and remanded proceeding to hearing examiner for taking of evidence and for preparation of supplemental initial decision. Comr. John Cross not participating. (May 15, 1958 decision granted Plainview application and denied Star of Plains.) Ann. June 24.

By memorandum opinion and order, Commission denied motion by KEED Inc., to add issues for absolute disqualification of Liberty Television Inc., in proceeding on applications for new tv stations to operate on ch. 9 in Eugene, Ore. (Dockets 12515-6). Comr. John Cross not participating. Ann. June 24.

By memorandum opinion and order, Commission denied joint petition by Cannon System Ltd. (KIEV), Glendale; Southland Communications Co., Anaheim, Upland Bcstg. Co., Upland, and Robert Burdette & Assocs. Inc., West Covina, Calif., for severance of single proceeding into two separate proceedings on their am applications and that of South Coast Bcstg. Co., Laguna Beach. Involves use of 870, 890 and 900 kc. Ann. June 24.

By memorandum opinion and order, Commission granted petition by Suburbanaire Inc., West Allis, Wis., to extent of amending issues in proceeding on its application and that of North Shore Bcstg. Inc., Wauwatosa, Wis., for new am stations to operate on 1590 kc, 1 kw, DA, D, Ann. June 24.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 24

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,328	46	124	685
FM	576	42	150	85
TV	465[1]	55	102	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 24

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 19

WGAY, WSHO (FM) Silver Spring, Md.—Granted assignment of licenses; and cp to **WGAY Inc.**

WTOM-TV Cheboygan, Mich.—Granted license for tv station.

WCHU (TV) Champaign, Ill.—Granted license for tv station.

WSM-TV Nashville, Tenn. — Granted license covering changes in tv station.

WNEP-TV Scranton, Pa.—Granted license covering changes in tv station; ERP vis. 537 kw, aur. 275 kw.

WSB-TV Atlanta, Ga. — Granted license covering changes in tv station and redescribe trans. location (main trans. & ant. & alt. main trans. & main ant.).

WIS-TV Columbia, S.C.—Granted license covering changes in tv station.

WSYR-TV Syracuse, N.Y. — Granted license covering changes in aux. station (aux. trans. & ant.).

WWTV (TV) Cadillac, Mich.—Granted license covering aux. ant. system at main trans. site.

KSTF (TV) Scottsbluff, Neb.—Granted license covering maintenance of former main trans. and ant. as aux. trans. and ant. at main trans. site.

WALB-TV Albany, Ga.—Granted license covering changes in tv station.

KALB-TV Alexandria, La.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw; redescribe studio location (no change); and change type trans.; ant. 560 ft.

WINK-TV Fort Myers, Fla.—Granted cp to change ERP to vis. 64.6 kw, aur. 35.5 kw; type trans. and make minor equipment changes; ant. 320 ft.

Following stations were granted extensions of completion dates as shown: KSEL Lubbock, Tex., to July 20; KPTV (TV) Portland, Ore. (aux. trans.), to Sept. 1, and WORA-TV Mayaguez, P.R., to Aug. 1.

Actions of June 18

WWCA Gary, Ind. — Granted acquisition of positive control by **Dee O.** and **J. Mark Coe** (as family group) through purchase of stock by **Dee O.** and **J. Mark Coe** and **Victor H. Voss** from **F.A. Timberlake.**

WFBG-TV Altoona, Pa.—Granted license covering changes in tv station.

WKTV (TV) Utica, N.Y.—Granted license covering changes in tv station (main trans. & ant., & alt. main trans.).

WADP Kane, Pa.—Granted license covering increase in power from 500 w to 1 kw.

WYTI Rocky Mount, Pa.—Granted license covering increase in power.

***KWGS (FM) Tulsa, Okla.**—Granted cp to change frequency to 89.5 mc; ERP to 3.2 kw; ant. height to 335 ft.; and type of ant. and trans.

WHHY Montgomery, Ala.—Granted cp to replace expired permit which authorized change ant.-trans. location and make changes in ground system.

KFI Los Angles, Calif.—Granted cp to install new trans.; and cp to install new broadcasting trans. for aux. purposes only.

WRUL Scituate, Mass.—Granted mod. of cp to decrease power of trans. WRUL-4 to 50 kw; conditions.

WZIP Covington, Ky.—Granted mod. of cp to change type trans.

WRFB Tallahassee, Fla.—Granted mod. of cp to change studio location, type trans. and delete request for remote control.

WJAZ Albany, Ga.—Granted mod. of cp to change type trans.

WSNO Barre, Vt.—Granted mod. of cp to change type trans.

WSRA Milton, Fla.—Granted authority to operate from 5 a.m. to local sunset for period ending Sept. 16.

KXXL Bozeman, Mont.—Granted authority to operate specified hours except for special events for period ending Sept. 16.

WIOK Mt. Dora, Fla.—Granted authority for 45 days extension to remain silent for period beginning June 11 and ending July 27.

KBMI Henderson, Nev.—Granted extension of authority to remain silent for period ending Aug. 6.

Following stations were granted extensions of completion dates as shown: WRUL Scituate, Mass., to Oct. 31; WXYZ Detroit, Mich., to Aug. 28; KBJT Fordyce, Ark. to Aug. 6; Sebring, Fla., to Aug. 19; KPDQ Portland, Ore., to Aug. 30; WSNO Barre, Vt., to Nov. 1; WLSN Wilson, N.C., to Oct. 15; KBLU Yuma, Ariz., to Sept. 30; WHOT Campbell, Ohio, to Aug. 31; KSTN Stockton, Calif., to Aug. 3; KLOP Long Prairie, Minn., to Aug. 15; WYNS (FM) Towson, Md., to Sept. 3; WPEL-FM Montrose, Pa., to Dec. 23.

Actions of June 17

WIP Philadelphia, Pa.—Granted mod. of license to operate main trans. by remote control using DA-1; conditions.

KMBC Kansas City, Mo.—Remote control permitted while using nondirectional ant.

KZOL Muleshoe, Tex.—Granted authority to sign-off at 4 p.m. for period ending Sept. 1.

Actions of June 16

WHMI Howell, Mich. — Granted assignment of license to **Wirth Bcstg. Co.**

WABQ-AM-FM, Tuschman Bcstg. Co., Cleveland, Ohio—Granted assignment of license and cp to **Tuschman Bcstg. Corp.**

KCLO Leavenworth, Kan.—Granted assignment of license and cp to **KCLO Inc.**

KLIR-AM-FM Denver, Colo.—Granted assignment of license and cp to **KLIR Inc.**

KJRG-AM-FM Newton, Kan. — Granted assignment of license and cp to **KJRG Inc.**

KJSK Columbus, Neb.—Granted assignment of license to **KJSK Inc.**

WEZJ Williamsburg, Ky.—Granted assignment of cp to **Whitley County Bcstg. Inc.**

WTAE (TV) Pittsburgh, Pa.—Granted license for tv station (main trans. and ant.)

Continued on page 99

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Help Wanted—Management

Large Florida market fm—only now in planning stages. Key to our success will be the right manager to direct the operation and handle sales. Our organization has long, successful broadcast experience and we reward those who produce. Full particulars please. Box 503M, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Sales manager, excellent future and money. Multiple market organization major Indiana market. Box 369M, BROADCASTING.

Combo morning man—sales for New England independent, experience needed one or other, unlimited opportunity for right man. Box 478M, BROADCASTING.

Young radio salesman who has reached the top in small-medium competitive market to join eastern major market station reorganizing on non rock and roll format. Tough sell but good oppportunity for advancement within five station group. Must support claims, stand investigation and ultimately receive good recommendation from present employer. Box 497M, BROADCASTING.

Stockton, California, long established station needs account executive. Guarantee with liberal commission. Excellent future for right man with expanding organization. Send chronological sales history and background to P.O. Box 569, Stockton, California.

Salesman for top local market. $100.00 per week draw against 15% plus car allowance. Contact Jim Hairgrove, KBRZ, Freeport, Texas.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Career opportunity for honest experienced salesman. Top rated California station. Nicest town in San Joaquin Valley. Wonderful year-round climate, one hour from Sequoia National Park. The best of schools, including Jr. college. You will take over active accounts on station and have a guarantee, plus commission. We want a man who likes to stay put and make money. KONG, Visalia, California.

America's most beautiful large market, Colorado Springs (142,000). Need two additional professional salesmen who can sell a quality popular music format . . . no rock and roll. New ownership now has two stations: going for five . . . your future unlimited. $5,000 to $6,000 guarantee plus commissions. Air mail complete background and photo to Ralph Petti, KSSS.

Promo minded salesman who is a pretty good announcer. Very good starting salary plus per cent of profits. E. H. Whitehead, KTLU, Rusk, Texas.

Palm Beach's leading radio station is expanding sales staff. Need man with minimum of three years sales experience, WIRK, West Palm Beach, Florida.

America's number one negro programmed stations, The OK Group, has openings for several executive salesmen in Houston and Mobile. Good ratings, excellent promotional support, salable radio markets, good base pay, plus commission and bonus incentive make these sales positions very attractive for the right men. Excellent promotion opportunity. Reply The OK Group, 505 Baronne Street. New Orleans, Louisiana, Phone: Tulane 5363.

Help Wanted—(Cont'd)

Announcers

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Topnotch radio announcer wanted for Michigan modern music station. Modified formula, network operation, some rock and roll, but not a lot. Good working conditions, plenty of employee benefits, hospitalization, etc. Personal interview a must. Immediate opening. Write full details including salary expected. Box 395M, BROADCASTING.

Wanted! Three announcers for new kilowatt North Carolina coastal station. New modern facilities, completely air-conditioned. High calibre community station. Send tape and resume. Box 396M. BROADCASTING.

Oklahoma station wants three Oklahoma deejays. Openings now. Rush tape, resume and present salary to Box 467M, BROADCASTING. Finest working conditions in Oklahoma.

Morning man with first class ticket for northeast independent, emphasis on announcing. Opportunity unlimited if you're willing to work. Box 479M, BROADCASTING.

Wanted: North Dakota station wants dependable, mature, experienced announcer. Must be experienced all phases. Salary open. Send pic, tape, resume to Box 486M, BROADCASTING.

Wanted at top rated one kw station, near all outdoor sports, in a growing, progressive area, a top-notch, experienced air personality with a first phone. Send letter and tape to Box 491M, BROADCASTING.

Young, mature announcer, with some experience who would like to learn more about the business. Must be capable of learning combo operation. Michigan radio station located on shores of Lake Michigan. Box 493M, BROADCASTING.

Immediate opening experienced, bright morning dj-copywriter. Handle tightly produced morning show and write good selling copy. Resume, dj tape and samples of copy to Program Director, KGFW Radio, Kearney, Nebraska.

Experienced announcer. Prefer family man. Can also sell. Permanent to right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Experienced announcer. Call or write Manager, KRIC, Beaumont, Texas.

Opportunity to grow in radio. One-third announcing, two-thirds sales. Salary, commission guarantee, travel allowance. Prefer man near enough for personal interview. KRSN, Los Alamos, New Mexico.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Personality dj-engineer $110.00 to $150.00 weekly, no maintenance. Here's security with fast moving 5000 watt music and news operation. Send tape, background. Jim Duncan, WGGH, Marion, Illinois.

Immediate opening for announcer-salesman. Must be aggressive, saleswise, dependable and on-the-ball. Experience prerequisite. Send complete details and tape to Radio Station WGRO, Lake City, Florida.

Help Wanted—(Cont'd)

Announcers

Swingin' intelligent dj for No. 1 formated station. Sales, copywriting helpful. Start $350 plus commissions. WHYS, Ocala, Florida.

Wanted: Versatile announcer experienced in handling remote pickups and studio work. Send full information background, tape, photo, references, minimum salary requirements. Address Personnel Director, WLAC Radio, 161 4th Ave., N., Nashville. Tenn.

Opening in August for announcer-engineer. Daytimer, 500 watts. City of 15,000. Good living and working conditions. Send full details, background and employment record. Write Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Announcer, needed immediately, sales experience desired, but not necessary. Send resume and tape to WNNJ, Newton, N.J.

Experienced staff announcer. Immediate opening established 1000 watt daytimer. WPDX, Clarksburg, West Virginia.

Technical

Chief engineer—southern daytime operation. Can go to college in spare time. Last two chiefs now college graduates and hold important industrial electronic positions. Better yourself while you work. Write Box 476M, BROADCASTING.

Wanted chief, announcing desirable for fill in. Daytime station in southwest. Good salary and location. Write full resume to Box 513M, BROADCASTING.

First phone engineer with announcing ability. KTKR, Taft, California.

First class ticket immediately—no experience necessary. Transmitter duty only. Living quarters furnished. WVOW, Logan, West Virginia.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Competent continuity writer. Good pay for experienced girl. Bonus, hospitalization, life insurance, sick pay, other fringe benefits. Personal interview required. WKAN Radio, Kankakee, Illinois. Wells 3-6633.

News director. Must be experienced in gathering, writing and airing. Heavy on local. Send tape and full information WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Manager—southern station, eighteen years experience all phases. Available immediately. Box 468M, BROADCASTING.

Manager or assistant manager available. Presently employed as manager-chief engineer. Have been in radio last 6 years. All phases, directional and construction experience. Successful programming methods. Box 483M, BROADCASTING.

Manager. 15 years experience, sales, operational, technical plus other business background. Prefer small market. Would lease or make small investment. Box 490M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager, fifteen years sales experience; major and secondary markets. Thorough knowledge co-op. package deals, local and retail sales. Now general manager-sales manager thousand watt station. Highest radio station references. Box 509M, BROADCASTING.

$48,000. Increased profits 1958. Can do same for you. For capable, efficient, profitable general manager, make offer. Box 516M, BROADCASTING.

Completely staff your station for $3000.00 monthly plus 20% of gross. Every department manned with experience, efficient employes, guarantees profits for you. For details Box 517M, BROADCASTING.

In the red? Go black with a proven efficient manager. Box 518M, BROADCASTING.

Wish relocation by September 1st. Looking for greater opportunity and challenge. Presently manager of western station. Thirty-two, family man. Prefer to manage in west, northwest, southwest, or west coast. Will consider other areas. Strong sales, promotion, programming. At helm four years in present market. Sincere radio man. Want permanency, long range opportunity. By Sept. 1st, or earlier. Box 519M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

Am excellently referred, highly experienced, energetic, Metropolitan, dynamic station wanted. Box 463M, BROADCASTING.

All-around radio man with first class ticket, thoroughly experienced in sales, news, production, announcing. Desires operation in metropolitan Rocky Mountain or southwestern city where I can combine my talents at a profit to station and myself, with opportunity to work into management. College education, family. P.O. Box 793, San Antonio, Texas. Capitol 6-2303.

Announcers

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative. cooperative. Box 234M, BROADCASTING.

#2 Hooper-rated dj, Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Young wake up announcer. Smooth delivery. Strong on commercials, news. Serious, efficient. Restricted ticket. Box 397M, BROADCASTING.

Experience plus talent—send for my tape and get both. Married, veteran ready to please. Box 448M, BROADCASTING.

Announcer with one year experience and background in news gathering, looking for opportunity with a future. Box 461M, BROADCASTING.

Sports announcer-staff, copy . . . 4 years experience, university grad; done everything in small station; not enough sports here. Prefer station heavy on sports. Tape and resume on request. Box 462M, BROADCASTING.

Experienced announcer-salesman 8 years. Wants position that offers permanent opportunity. Box 465M, BROADCASTING.

Announcer, 1st phone, available immediately. $85, no car. Box 471M, BROADCASTING.

Announcer, 26, personable, college, show biz background. Box 473M, BROADCASTING.

Top Pulse rated dj in metropolitan market, available for right position. In person interviews only. Box 474M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer available, negro, excellent gospel, network quality. Ideal summer replacement. Box 480M, BROADCASTING.

All around announcer, experienced, mature, operate board, know good music. Box 481M, BROADCASTING.

Idaho, Nevada only. Fast paced deejay, strong news. On-air salesman. $500 minimum. Please be specific. Box 487M, BROADCASTING.

Help! Revel O'Shea, graduate of SRT, would like to bring his talent to Dixie. Box 492M, BROADCASTING.

Short on talent, long on determination, operate board. Any offer! South. Box 496M, BROADCASTING.

Announcer. Experienced early bird looking for greener nest in Pennsylvania, New Jersey, Delaware, Maryland. Vet, married. Box 499M, BROADCASTING.

Announcer, dj, 3 years, Florida, south, anywhere. Will pitch in and sell. Box 502M, BROADCASTING.

Personality dj: Young, ambitious, thoroughly trained, top flight voice and commercials. Box 512M, BROADCASTING.

Want permanent spot for myself and family in western Washington or Oregon. Permanency and good working conditions a must. 3½ years experience, with ability to handle tight commercial schedule with pleasant chatter. Box 521M, BROADCASTING.

Announcer. Willing to work hard. I am willing to relocate. Will send tape on request. Box 523M, BROADCASTING.

Native Floridian wants to come home. Familyman, personality dj gimmicks. 5 years experience. Box 524M, BROADCASTING.

Attention local stations, Long Island, and upstate N.Y. Young, personable dj, third class ticket, four years combined AFRS and commercial radio. Desires opportunity. Box 525M, BROADCASTING.

Sports and sales only. Terrific, experienced, exciting. Crestview 5-8592. 1801 Coldwater Canyon, Beverly Hills, California.

California—Three years dj and news experience at #1 station in top ten market. Move to sweltering southwest a mistake. P.O. Box 1242, San Antonio, Texas.

Experienced announcer, married, 21, draft free, prefer southern location, available immediately. Joe Baker, Route 2, Pisgah, Alabama, OL 7-3322.

Looking for an opportunity, not just a job. Experienced, hardworking announcer, will locate anywhere. Would like morning spot but will consider all offers. College grad, veteran, single. Dave Davis, 42 East Philadelphia Ave., Boyertown, Pa.

Please don't consider me—unless you are looking for a trustworthy, loyal, helpful, friendly, etc., young announcer, with college, sports and music background. Midwestern graduate, formerly at WHA, WMCW. Will go anywhere (I know what you're thinking, thanks a lot!) to any station—except Shell or Sinclair. Mike Hanson, 214 N. Prairie St., Stoughton, Wisconsin 786-J.

Combo man with first class phone limited experience on both radio and tv, non drinker, non drifter, hard worker, sincere, strong on news and rural dj shows. Write Eilert J. Herren, Route #2, Canton, Missouri.

Announcer-personality dj, 4 years experience. Veteran desires position with progressive station. Excellent references, east preferred. Tom Hopkins, Box 632, Bernardsville, New Jersey. BE 8-2938.

Stations west. Good announcer. Trained in all phases of broadcasting. William Meehan, 3015 West 40th Avenue, Gary, Indiana.

Situations Wanted—(Cont'd)

Announcers

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge Road, Dallas, Texas. FR 4-7568.

Attention southern Illinois. Announcer trained in all phases of radio. Write: John T. Stone, 5338 N. Magnet, Chicago, Ill.

Announcer—1st phone. Experienced.. Lee Vines, 3148 Kings Highway, Brooklyn 34, N.Y. Cloverdale 2-2570.

Announcer, dj, salesman. 5 years experience, all phases. Mature, dependable, married, 39. Now morning man with 250 watter. Chris J. Weber, KOLR, Sterling, Colorado.

Technical

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

Engineer, married, presently employed, upper midwest preferred, excellent references. Box 469M, BROADCASTING.

Chief engineer with management experience. Directional and construction experience. In radio 6 years as chief. All phases, engineering to programming, presently employed. Competent announcer. Box 484M, BROADCASTING.

First phone, will work combo, 40 hours—$100 min, prefer south Florida. Box 489M, BROADCASTING.

West coast only. Experienced announcer-chief engineer. State salary, equipment, work required. Now employed. Box 501M, BROADCASTING.

Engineer, not an announcer. 7 years electronics including broadcast. Can construct. Interested in chief or assistant. $100 minimum. Box 504M, BROADCASTING.

North Florida or south Georgia broadcast station: If you need a first class ticket or chief engineer, contact me and save plenty. Box 522M, BROADCASTING.

First class license—limited experience. Willing to learn to announce. Anxious to learn; salary secondary. Henry Willis, General Delivery, Stratford, Oklahoma.

Production-Programming, Others

Newsman . . . $6000. Legman, re-write, spot, personality news announcer. In radio, tv okay. Box 391M, BROADCASTING.

Program director: Currently employed one of nation's top markets. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Outstanding newscaster wanting to relocate. Now employed by "Panic" chain in metropolitan area. If you are solid news operation, I could be your man. You must be in top 20 markets. Rewrite and cover beats too. 10 years radio and tv in some outstanding stations. Let's talk about money. Box 470M, BROADCASTING.

Twelve years experience. 3 journalistic awards. Currently with top station in major market. Box 472M. BROADCASTING.

Experienced continuity-program director, announcer, first-phone, at radio station offering no promotion or future. Desires association with imaginative firm offering ability-exploitation, promotion, stock purchase, profit-sharing potential future! Box 498M, BROADCASTING.

Looking for ten years' experience in major phases of radio-tv broadcasting? Want steady, reliable, ambitious help? No floater. Employed. Box 508M, BROADCASTING.

Distinguished foreign correspondent, radio-tv news-analyst and commentator, successful ex-station-owner-operator, has emerged from Florida retirement, desires good radio or tv connection anywhere. Box 510M, BROADCASTING.

News desk and/or air work desired in station with well organized news department. College grad. Single, have tickets and some commercial experience. Prefer N.Y., N.J. or Conn. area. Please write Box 515M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman . . . good newscaster, limited newsgathering. Desire to work more in gathering and writing. 2½ years journalism school. Young, married. Presently employed by small southern station. Box 520M, BROADCASTING.

Farm reporter — experienced continuity writer. Agricultural journalism degree. Phone, write, Paul Bocquin, Howard, Kansas.

Young, married man with ideas and energy desires position in major market as writer in radio or tv continuity, or in promotion. 6 years experience in radio-tv continuity and promotional writing. College degree. Excellent references. Specialize in production, comedy and general spots. Available now. William Klee, 112 Western Avenue, Findlay, Ohio, Garden 3-0679.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

The man we want now is working on the east coast in television or radio sales. We are prepared to lend you all the assistance you need to develop into our top salesman. Located in one of the 30 top television markets. Reply Box 527M, BROADCASTING.

Announcers

Excellent opportunity for proven tv performer or announcer who has already reached high professional standard in radio and who wants to get into television. Leading radio-tv operation will consider top air salesman for combination position. WSAV Radio-Television, Savannah, Georgia.

Technical

Experienced studio engineer. Strong on maintenance of RCA and G.E. equipment. Send complete resume and salary requirements first letter. Box 376M, BROADCASTING.

Production-Programming, Others

Artist with tv experience. First station in medium market looking for right man. Slides, studio art, scenery and promotion layouts. Salary open. Great Lakes region. Send complete resume. Box 400M, BROADCASTING.

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 446M, BROADCASTING.

TV photographer—able to handle 35 mm, speed graphic, Polaroid 16 mm movie outfits, dark room, lino-scribe. Good disposition a must. Pleasant staff. Send photo and details. Southeast. Box 455M, BROADCASTING.

Television film editor network news bureau in large eastern market. Excellent salary and opportunities. Box 505M, BROADCASTING.

TELEVISION

Situations Wanted—Management

Manager, radio/tv. Strong on sales/programming. Excellent background. References. Box 466M, BROADCASTING.

Manager, 10 years experience, from school of the last of the big spenders—profit minded. Will make change for right offer. Box 488M, BROADCASTING.

Technical

Chief engineer: 11 years tv experience, 9 years supervisory administration, maintenance, construction. Best references. Box 347M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

1st phone. 1 year experience in all phases studio operation. DeVry Tech graduate. Versatile. Prefer east or central. Good references. Box 482M, BROADCASTING.

Production-Programming, Others

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 444M, BROADCASTING.

TV production head. 17 years broadcasting. 7 at tv direction, production, announcing at annual 12,000. Box 464M, BROADCASTING.

Outstanding newscaster wanting to relocate. Now employed by "Panic" chain in metropolitan area. If you are solid news operation, I could be your man. You must be in top 20 markets. Rewrite and cover beats too. 10 years radio and tv in some outstanding stations. Let's talk about money. Box 470M, BROADCASTING.

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

FOR SALE

Equipment

Complete 25 kw tv transmitter. Channels 2 thru 6. Low price. Send for details. Box 494M, BROADCASTING.

The following equipment for Channel 9. MI-27317-9 10 kw vhf Harmonic filters, serial #1029 and 1030. MI-19390 H 10 kw Diplexer serial #1126. MI-19085-HA9 25 kw Vestigal side band filter serial #1101. 24MI 204404 181" feed line—with Teflon insulation on stingers. Box 506M, BROADCASTING.

1 174 ft. Truscon tower, 30 pound load, tapered, self-supporting, with lights. WBRK, Pittsfield, Mass.

5 kw. High channel television transmitter, General Electric 4TT6-D, FCC approved, with tubes and crystals for channel 13. Television frequency monitor. General radio 1183-T-A. FCC approved with tubes and crystals for channel 13. Both used by WKTV prior to change to channel 2. Priced to sell. Contact DeForest T. Layton, Jr., Channel 2—WKTV, P.O. Box 386, Utica, New York.

300' Guyed Stainless tower G 24—4 years old—Available September—$1,200—You take down $700. WPAW—Pawtucket, Rhode Island. PAwtucket 5-9000.

AM transmitter Western Electric 250 watt type 451-A complete with crystals, operating tubes and spares. Price $1000.00. WSGA, Savannah, Georgia.

240 feet **Andrew** 6⅛" coaxial line with fittings. WSIX-TV, Nashville, Tennessee.

RCA BTA-250M broadcast transmitter available immediately. Used three years. Radio Station WTRB, Ripley, Tenn. Box 302.

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Equipment

Wanted RCA BTL-IB STL or receiver only. Box 411M, BROADCASTING.

Used mobile studio complete with transmitter, receiver, T.T., misc., and console 150 mc range. Box 460M, BROADCASTING.

Channel 7-10 K.W. side band filter. Channel 10 K.W. diplexer. Channel harmonic filters. Channel 24 feedlines to TF6AH antenna. Box 507M, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted—Used Gates 16" transcription turntable (Model CB-11) or equivalent. Good condition. WGH-FM, Box 98, Newport News, Virginia.

Remote control, 10 position Rust, for RCA 1 kw fm. WRFK-FM, Richmond, Va.

Urgently need 500-5000 watt tv hi-band transmitter; 5 and 10 kw am transmitters. RCA TK-30-31, Dumont TA-12Y, other cameras. 1-3 kw fm and am transmitters, etc. Technical Systems Corp., 12-01 43rd Avenue, Long Island City 1, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

WANTED . . .
FRUSTRATED SALESMEN

Who know how to sell but have too many kingpins ahead who pick-off the cream.

Call Me At

WOMT—Manitowoc, Wis.
Murray 4-6015

TERMS—$250. per month PLUS—10%

We have all the facilities and know how for dynamic spot production . . . Salesmen are backed up with powerful mail support—wide open choice accounts, for wide awake sober men who want to make $7,500 a year or more.

RADIO

Help Wanted—Management

Swivel Chair Managers Please Don't Reply

But . . . on behalf of one of our radio station clients, we have an immediate position available for a Sales Manager-Manager in one of Southern California's fastest-growing Coastal markets of 200,000. The man we seek for them has a proven local sales record and he is willing to spend 75% of his time and effort selling personally, as well as working on sales and sales ideas with station sales staff. He will be associated with one of the West Coast's most experienced multiple station owner-operators, who will train him for ever-increasing responsibility and career opportunity while he proves he can build sales volume and is strong management material. Starting compensation will be good, and will include a liberal incentive plan, based on volume and/or profits. If you feel *now* you are ready to tackle this tough assignment, but with grand rewards if you can prove your value, please tell us all about yourself at once. Your confidence will be completely respected.

LINCOLN DELLAR & CO.
Management Consultants
1470 East Valley Road
Santa Barbara, California
Woodland 9-0770.

Announcers

WANTED

Crack newscaster for aggressive station in Ohio's third largest market. Must have experience, extraordinary ability, guts and imagination with yen to editorialize. Salary open. Send full information including references and photo with tape (preferably air check) to H. K. Crowl, WAVI, Dayton 8, Ohio. No phone calls or telegrams.

Production-Programming, Others

RARE OPPORTUNITY

Are you a program manager who wants to be an assistant program manager, before you decide this isn't your opportunity, understand this: We are looking for a bright and creative #2 man for the program department of a major 50,000 watt independent radio station in one of the top ten markets. Job pays well with opportunity to become program manager at one of our other stations. Applicant must know popular music well, how to handle talent, and how to build the kind of program features that makes one independent station stand out among its competitors. Write.

Box 528M, BROADCASTING.

RADIO

Situations Wanted—Announcers

MAJOR LEAGUE PLAY-BY-PLAY
Available for football and/or basketball seasons. Twelve years background in Big Ten football and basketball as well as pro-basketball. Currently play-by-play on Mutual Game of Day baseball coast-to-coast.

Gene Elston, 1621 S. Grace Avenue
Park Ridge, Illinois.

Deejay Hooper rated #1 over Storz inviting all inquiries.
Address Replies to
Greg M. Mason
2233 St. Charles, New Orleans, La.

STATIONS

SOUTHWEST FULLTIME REGIONAL
Top money maker. Will bill $110,000 to $120,000 in '59 with monthly fixed overhead (not including owners withdrawals) of *less* than $4,000. Valuable real estate included at $175,000 with only 27% down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

FULLTIME
COLORADO
Captive market station $8,000 down. Approximately $290.00 per month on balance. Box 495M, BROADCASTING.

DAYTIMER
Metropolitan Rocky Mountain Area. By owner. *$20,000 down.* Seven Year payout. Box 500M, BROADCASTING.

MONEY MAKER
Prosperous Texas South Plains full-time, local with long record of profitable operation. Irrigation, oil, fast growing town and area.
Box 191M, BROADCASTING.

KAPR
Douglas, Arizona
1000 watt daytime. $70,000, with 29% down. Market—copper, cattle, lettuce.
Box 511M, BROADCASTING.

PERSONNEL SERVICE

FINGER ON THE PULSE
Experienced personnel for radio and television stations for U.S.A. and overseas.
Write, phone or wire
PAUL BARON, Manager Broadcast Dept.
MAUDE LENNOX PERSONNEL SERVICE INC.
(Agency)
Rockefeller Center—630 Fifth Avenue
New York 20, New York
Circle 6-0276
Return postage required with audition tapes.

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

FOR SALE

Cal.	Single	250w	$38M	terms
Vt.	Single	1kw-D	50M	cash
Ala.	Small	250w	70M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	35M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w	78M	terms
Cal.	Small	500w	175M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Ind.	Metro-Suburb		158M	terms
Fla.	Large	250w	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	275M	terms
S.E.	Small	VHF-Tv	450M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IF

RCA Service Company
Cherry Hill, Camden 8, N.J.

MISCELLANEOUS

SELL MORE WITH HUMOR

Create humorous, hard-sell radio and tv commercials with the comprehensive guide

"TOUCH ME LIGHTLY"

Successful samples included.
$5.00

Write: Radio Aids—715 Castillo St., Santa Barbara, California.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 94

and license covering installation of aux. trans. and ant.

WKRC-FM Cincinnati, Ohio—Granted cp to decrease ERP to 14.5 kw and change trans. and studio locations.

WQDY Calais, Me.—Granted mod. of cp to change studio location and type trans.; remote control permitted.

***KPFK (FM) Pasadena, Calif.**—Granted mod. of cp to increase ERP to 75 kw; change studio location; make changes in transmitting equipment and change station location to Los Angeles, Calif.; condition.

KBPS Portland, Ore.—Granted authority to remain silent for period beginning June 6 and ending Sept. 20.

KXAR Hope, Ark.—Granted extension of authority to operate from 6 a.m. (weekdays) and 7 a.m. (Sundays), sign-on to sign-off at 6:30 p.m. for period ending July 30.

WQDY Calais, Me.—Remote control permitted.

KEDO Longview, Wash.—Remote control permitted.

WLEC-FM Sandusky, Ohio—Remote control permitted.

KPOR Quincy, Wash. — Remote control permitted.

KMAP Bakersfield, Calif.—Remote control permitted.

WAPO Chattanooga, Tenn.—Remote control permitted while using nondirectional ant. only.

Actions of June 15

WDAE - AM - FM Tampa, Fla. — Granted mod. of licenses to change name to **Smiley Properties Inc.**

Actions of June 12

WONG Oneida, N.Y.—Granted authority to sign-off at 7 p.m., EST, for period ending Aug. 31.

WQMN Superior, Wis.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30.

ACTIONS ON MOTIONS

By Chairman John C. Doerfer

Granted motion by Broadcast Bureau to correct in various respects transcript of oral argument in proceeding on applications of J.E. Willis and Crawfordsville Bcstrs. Inc., for am facilities in Lafayette and Crawfordsville, Ind. Action June 16.

By Commissioner Rosel H. Hyde

Granted petition by Capitol Bcstg. Co. for extension of time to July 24 to file exceptions to initial decision in proceeding on its application and that of W.A. Pomeroy for am facilities in East Lansing and Tawas City-East Tawas, Mich. Action June 19.

Granted motion by Carteret Bcstg. Co. (WMBL), Morehead City, N.C., to correct transcript of oral argument in proceeding on application of Williamsburg Bcstg. Co. for new am station in Williamsburg, Va. Action June 15.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing on July 23 am protest proceeding on application of Laird Bcstg. Inc. (KHAK), Cedar Rapids, Iowa. Action June 22.

Continued from June 22 to June 23 at 10 a.m. Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 22.

Upon request by Westinghouse Bcstg. Inc., scheduled oral argument for 9:15 a.m., June 25, on its petition to intervene in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., to increase ant. height. Action June 22.

Granted petition by Lake Washington Bcstg. Co., to extent that it seeks dismissal of its application for am facilities in Bothell, Wash.; dismissed application with prejudice, and retained in hearing remaining applications involved in consolidation. Action June 18.

Scheduled oral argument for 9:15 a.m., June 24, on petition by Uintah Bcstg. and Television Inc. (KVEL), Vernal, Utah, for dismissal without prejudice of its am application in proceeding with Jack W. Hawkins, Blanding, Utah. Action June 18.

Denied motion by Spartan Radiocasting Co. to quash subpoena *duces tecum* issued to its president Walter J. Brown in remand proceeding on application for mod. of cp to change trans. site, etc., of station WSPA-TV (ch. 7) Spartanburg, S.C.; scheduled resumption of hearing on June 29 and directed compliance with subpoena; and denied request of Spartan for issuance of subpoena to Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S.C., to appear as witness. Action June 18.

By Hearing Examiner J.D. Bond

Granted petition by Broadcast Bureau for extension of time from June 16 to June 22, to file responsive pleadings to motion by Northeast Radio Inc. (WCAP), Lowell, Mass., to enlarge, modify or clarify issues in proceeding on its am application. Action June 17.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for June 24 in proceeding on application of Pine Tree Telecasting Corporation (WPTT), Augusta, Me. Action June 19.

By Hearing Examiner Charles J. Frederick

Denied petition by Sanford L. Hirschberg and Gerald R. McGuire for leave to amend application for am facilities in Cohoes-Watervliet, N.Y., for substitution of Harry L. Goldman for Gerald R. McGuire as partner, to decrease Hirschberg's interest, to file agreement reflecting formation of new partnership of Hirschberg and Goldman as equal partners and to change application to reflect data pertaining to Goldman. Action June 19.

Amended Examiner's order released June 9 to show that Glen E. Perkins has acquired an additional 1½ shares of stock of Moline Television Corp. formerly held by C.H. Wildman—Moline, Ill., tv ch. 8 proceeding. Action June 19.

Granted petition by WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for extension of time from July 3 to Sept. 15 to file proposed findings of fact and conclusions of law and from Aug. 19 to Oct. 15 for replies in proceeding on its application to change trans. and ant. location. Action June 18.

Scheduled prehearing conference for June 30 in proceeding on applications of Madison County Bcstrs., et al., for new am stations in Granite City, Ill. Action June 16.

By Hearing Examiner Millard F. French

Granted petition by South County Bcstg. Co. for continuance of procedural date from June 16 to June 30 for exchange of engineering exhibits in proceeding on its application for new am station in Wickford, R.I. Action June 15.

By Hearing Examiner Isadore A. Honig

On own motion, corrected transcript of record in proceeding on applications of Standard Bcstg. Corp. and Clifford C. Harris for new am stations in Oswego, N.Y. Action June 16.

On own motion, continued prehearing conference from June 18 to July 1 and hearing from June 23 to July 7 in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al., pending act.on on petition of Lake Washington Bcstg. Co., Bothell, Wash., to dismiss its application, and in view also of pendency of correspondence from DeHart concerning his application. Action June 17.

By Hearing Examiner H. Gifford Irion

Granted motion by Golden Gate Corp., for continuance of hearing from June 23 to June 29, in proceeding on its application for am facilities in Providence, R.I., et al. Action June 18.

Granted petition by Permian Basin Radio Corp. (KHOB), Hobbs, N.M., for leave to amend its am application to change studio location to within city limits of Hobbs. Action June 18.

By Hearing Examiner Jay A. Kyle

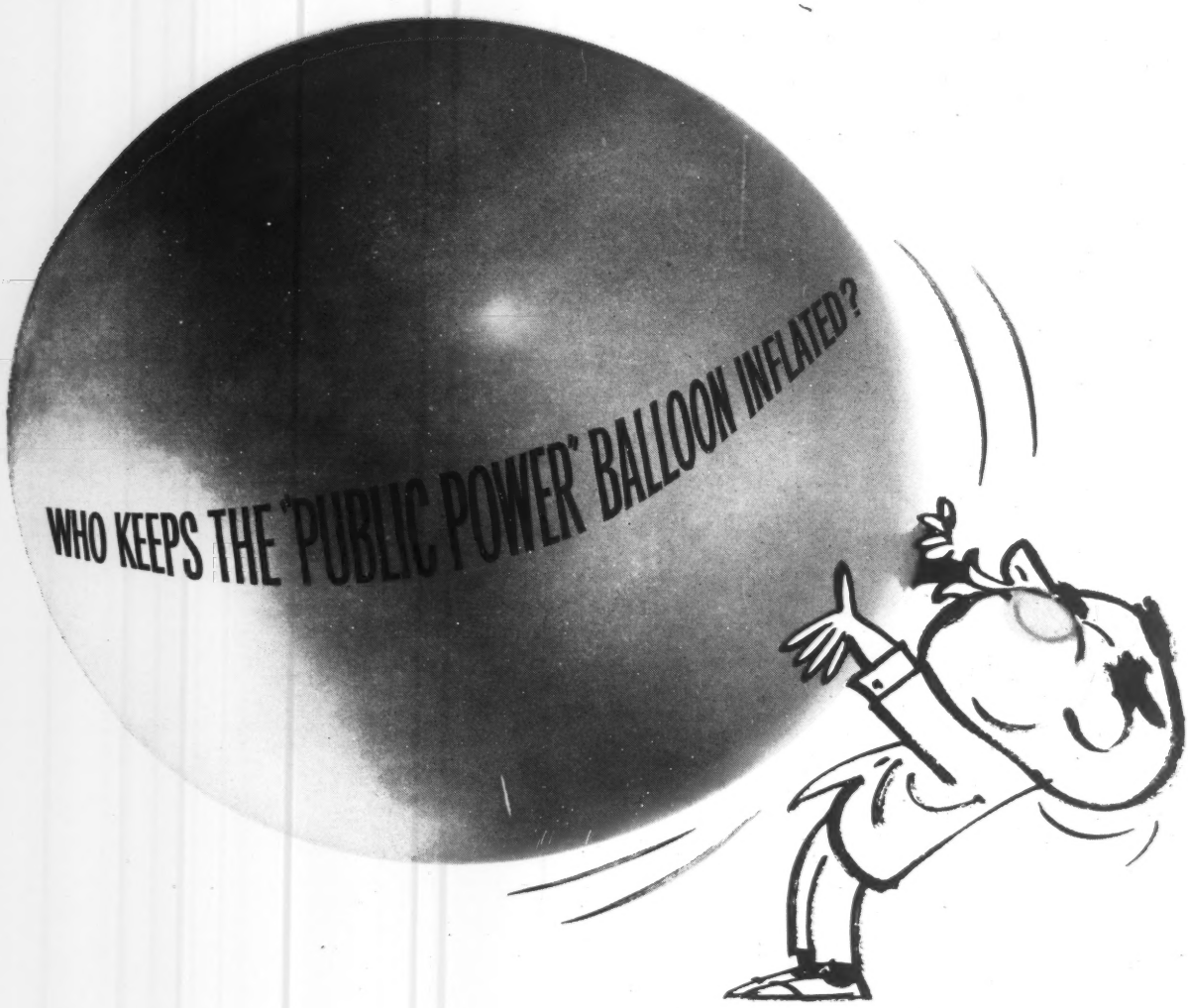
Scheduled prehearing conference for July 29; on own motion, continued hearing from July 6 to Sept. 28; granted petition by Broadcast Bureau for extension of time to June 22 to file response to petition by American Broadcasting-Paramount Theatres Inc., for clarification or modification of issues in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting - Paramount Theatres Inc. (KGO-TV), San Francisco, Calif. Action June 19.

Granted motion by David V. Harman for leave to amend his application for new am station in Tempe, Ariz., to specify certain changes in main studio, trans. and ant. sites and to provide additional financial information regarding construction costs; application retained in hearing status. Action June 16.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Goleta Bcstg. Associates, Goleta, Calif., to continue prehearing conference from June 18 to July 8 and hearing from June 30 to date to be fixed at conference in proceeding on Goleta application and that of Bert Williamson and Lester W. Spillane, Santa Barbara, for new am stations. Action June 17.

Continued hearing from June 17 to July 9 in proceeding on applications of Top Broadcasters Inc., and Natalia Broadcasting Co., for am facilities in San Antonio and Natalia, Texas, by separate memorandum opinion and order denied petition by Natalia for leave to amend its application to show changes in name, ownership and form of applicant. Action June 12.



Public opinion polls show that most Americans are not in favor of more federal "public power." They don't want the federal government to go deeper and deeper into the electric light and power business. They'd rather have the independent electric companies handle the job.

What keeps the "public power" issue alive is certainly not the American public—it's a handful of lobbyists and pressure groups.

Already, $5,500,000,000 in tax funds have gone into federal "public power." This puts into government's hands about 1/6th of the electric industry's power production. And the lobbyists are pressing for some $10,000,000,000 *more*.

This money would be spent unnecessarily. The many independent electric light and power companies of America are able and ready to supply all the low-price electricity the nation needs or will need —and *without* depending on taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Heavy taxing to put the federal government into the electric business goes on only because most people don't recognize it for what it is. Nor do they realize they are paying for "public power." But it can be stopped by informed citizens.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

OUR RESPECTS TO . . .

John Arnold Schneider

After years of seasoning in CBS' "farm league" including a top post at CBS-TV Spot Sales, John Arnold Schneider is now working broadcasting's big league.

Since last August when CBS assumed ownership of WCAU-TV Philadelphia, Mr. Schneider has been serving as its general manager. A week ago, Mr. Schneider was one of a group of 12 owned stations' general managers elected vice presidents in the CBS Television Stations Div. (BROADCASTING, June 22).

Jack Schneider's career ostensibly began in 1948 in Chicago.

But it went back further. He learned about sales and marketing on the U. of Notre Dame campus, where he passed early tests at salesmanship by running a sandwich business and booking bands for dances held on campus. Scholastically he earned his bachelor of science degree in marketing. By the time he was handed his diploma he was earning a $100 a week income from his campus business activities.

Outdoor Road to Radio • His first job —as salesman for the National Outdoor Advertising Bureau covering a territory in Illinois—paid less, $65 per week, or as he puts it, "I lost money when I was graduated."

It took Mr. Schneider only six months in 1948 to recognize a need to switch from his first fulltime job with outdoor advertising to radio sales. In his many hours spent driving on Illinois roads, radio was his constant automobile companion. He soon decided that radio advertising was the place to seek his career.

A year and a half later, Mr. Schneider had his feet planted solidly on the broadcast deck. By then he had made the grade in local sales at WGN Chicago for a year and at WMAQ there in a similar capacity.

In 1950, Mr. Schneider was busily winning his sales spurs in station representation, starting as an account executive in 1950 with CBS Television Spot Sales in Chicago; two years later moving to a CTSS sales post in New York; back to Chicago in 1954 as CTSS' midwestern sales manager; and a year later returning to New York as eastern sales manager, followed in June 1956 as general manager of CBS Television Spot Sales.

From that spot last August, Mr. Schneider was moved by CBS into the management of WCAU-TV.

Sales, Service, Stamina • Jack Schneider is vigorous, enthusiastic and deeply involved in Philadelphia and the operation of its ch. 10 station. He can capsule his career by citing a devotion to the three s's of the broadcasting business: sales, service and stamina.

Usually he can be found at his desk with his coat jacket off and his shirt sleeves rolled up. A man of expression, Mr. Schneider takes to pacing the floor as he gets warmed up to a subject close to his heart—often that subject is tv.

To his associates and others who get to know him, Jack Schneider is the dedicated man. He's known to "move fast in what he's doing" and has a command of the English language and a logic that "show in his ability to crystallize his thoughts in clear terms."

A broadcaster, Mr. Schneider says, must not forget an obligation to serve despite tv's apparent involvement in "ratings, dollars and firsts." The broadcaster role is that of custodian of the viewers' attention (or, in effect, their "minds"), Mr. Schneider feels, citing research showing more than five hours a day spent with the set.

In a more direct way, Mr. Schneider pinpoints his philosophy this way: "We must give people something in return for their having given us their time and attention."

The Viewers' Gift • Translated into station terms, management must understand and be aware of the viewers' "gift" or loan of the mind—"it's important to retain a community's respect," he says in stressing the ever-changing image of a maturing medium.

The elevation of Mr. Schneider and others on the CBS-TV station team is designed to have a multiple effect of creating a two-way channeling of information between station and network, and of recognizing and rewarding the station with representation on the corporate level. On the local scene, it will enhance the negotiating power of Mr. Schneider and his colleagues in such matters as labor agreements and local advertiser contracts.

WCAU-TV's JACK SCHNEIDER
Part of the Philadelphia scene

Mr. Schneider himself sums it up in a typical succinct comment: "No absentee management through absentee ownership."

Philadelphia's proximity to New York permits Mr. Schneider to make the trip to network (and agency) headquarters every few weeks. In New York, Mr. Schneider can bring along information from the "field" while gathering data in the technical area, in sales, promotion and research.

What Does Viewer See? • As station manager in a large metropolitan area, Mr. Schneider finds himself keeping a close look at programming. He has a philosophy—developed in years of sales (a broadcast salesman has only programming to sell)—that "a viewer only cares about what he sees on the screen. His whole impression of the station is what he sees there. He has no knowledge of what is local or network, live or film, nor does he care."

Mr. Schneider is convinced that it is not just what "New York thinks" but what all cities like or do not like which are essential to television. A "reflective management," he acknowledges is one that keeps the question in mind, of what the viewer does like away from Madison Ave. The apparent movement of CBS executives among U.S. metropolitan areas "breeds out provincialism," says Mr. Schneider, who adds, "In Spot Sales, for example, representation is for more than one market and you can't assume that all tv markets are the same. What may be good for one, may not work in another."

Mr. Schneider was born in Chicago on Dec. 4, 1926. He is married to Elizabeth Simpson. They have three children (Richard, 6; William, 4, and Elizabeth, 10 months). They live in Gladwyne, along the mainline section of Philadelphia.

A former Navy man, he still spends time sailing. He was on an international crew which won several "R" Class races (40-foot racing sloop class). He has threatened to take up golf to add to his accomplished performance on the tennis court. His club activities include membership in the Poor Richard Club and the Philadelphia Country Club as well as in the Radio & Television Executives Society of New York and in the Sales Executive Club of New York.

Face lifters

THE approval of an all-television public relations program by the NAB Television Board provided essential momentum for a needed project.

It is one thing, of course, to adopt a plan but another thing to execute it. The execution of this one will take some doing.

The broad policy of the project approved by the NAB Tv Board is sound. It envisions an operation with a high degree of autonomy from the NAB but with enough connection to the existing trade association to maintain reasonable coordination. It contemplates an adequate but not extravagant budget. It properly proposes an information headquarters for television in the information headquarters of the communications world, New York.

So much for the policy to guide the Television Information Program. The operating details will require a good deal of hard-headed thought. It is the kind of thought that may be most logically expected to come from the kind of men who fashioned the basic concept—men like those who served on the original committee formed at the NAB convention last March and headed by C. Wrede Petersmeyer, of the Corinthian group, and on the special NAB Tv Board committee formed last April 30 and headed by Clair McCollough, of the Steinman Stations.

There is no doubt that tv needs to improve its image. A strong, well-organized, well-managed information project is one important way to achieve the improvement.

Local affair

THE salvation of local television in many smaller markets could depend upon the outcome of hearings to begin tomorrow (Tuesday) before the Senate Communications Subcommittee. Before the committee is a bill to authorize the licensing of community antenna tv systems and tv translators and boosters.

Sen. Moss (D-Utah) last week introduced a revised bill (S 1886) going beyond the FCC's proposals for legislation. He says it will assure development of free local tv in smaller communities. It would allow for development of CATV, or boosters in areas where local services are not established.

To us, the Moss measure makes sense. Local tv stations should be encouraged where economically feasible. Patently, they cannot make it if CATV pre-empts the markets by providing service from a multiplicity of remote stations. If such extended service from remote stations is in the public interest, then why not stratovision or superpower?

CATV and translators are supplying needed service in certain areas. CATV, however, assumes none of the responsibilities of regular licensees, but reaps all of the benefits. It pays no program costs or music license fees. There's serious question as to whether CATV, therefore, does not constitute unfair competition.

Record of achievement

WE, along with all who know him, are sorry to see Robert H. Hinckley leave the Washington scene. Since 1946 he has served as Washington vice president of ABC, giving enhanced stature not only to his company but to all broadcasting. A top level executive with an illustrious government and business background, Mr. Hinckley, more than any other individual, is responsible for the fundamental soundness of the ABC structure. It was he who, in Ed Noble's regime, insisted upon applying for (and getting) cp's for vhf tv stations in five of the first six markets at a time when assignments were going begging and when tv's future was regarded as a sheer gamble.

Mr. Hinckley goaded the FCC (and Congress) into authorization of third v's in key markets to make ABC more competitive with the older networks. And he, almost singlehandedly, blocked corporate moves to fold ABC's radio network.

Mr. Hinckley, be it said to AB-PT's credit, will continue to serve on its board and executive committee, but will devote major attention to his personal business interests in Utah (Ogden is his home) and spend more time with his family. ABC was a bad third when Bob Hinckley took over the Washintgon beat 13 years ago. As he heads home to take it a little easier, his network is nudging the leaders, largely because of the facilities job he did.

A net gain

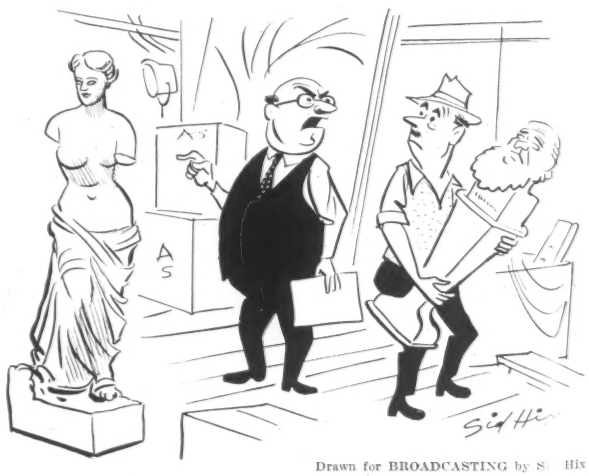
RADIO broadcasters have obtained a better deal from ASCAP, thanks to the earnest efforts of the All-Industry Radio Music License Committee. After a year or more of dickering and bickering, the two were brought together in a New York courthouse where the power of the bench and a consent decree resolved their differences.

Originally ASCAP had insisted on its old deal and even had talked about higher rates for its music. The cut from 2.25% to 2.125% of net time sales in the commercial license represents an important victory. The new sustaining rate will benefit most stations, it is believed. While the new agreement represents a compromise, it shows the value of joint action. Abject yielding to the original ASCAP demands would have cost broadcasters important money.

Hard, but only, road

THE controversy over Preparation H was settled the only way it could have been. The NAB Television Board, at the request of the Television Code Review Board, revoked the code memberships of those who persisted in defying a code board ban against the hemorrhoid remedy commercials.

The code lost 38 members, by revocation or resignation, in the argument over Preparation H. It would have suffered a greater loss in the form of damaged prestige if the revocation actions had not been taken. If there is to be a code, it must stand for something. Plainly the majority of subscribers felt in this case that it should stand for the elimination of Preparation H. In such circumstances a minority could not be permitted indefinitely to retain their seals while carrying the forbidden commercials—even though in all sincerity they believed they were doing right.



Drawn for BROADCASTING by Sid Hix

"Can't you handle the props more carefully?"

BACH TO BALK

Hans Schwieger conducts the Kansas City Philharmonic . . . and WDAF carries the melody live to people in six states. ■ An umpire bellows his decision on a close play, and WDAF picks up the major league action for A's fans all over the Midwest. ■ From Bach in the Music Hall to balks at the ball park . . . this breadth of programming comes to the Heartland *only* from Signal Hill. Between these two rather specialized segments, WDAF Radio presents a carefully paced schedule of popular music, minute featurettes, and the best news coverage anywhere. ■ Put it all together and you have the Big Sound from Signal Hill . . . the mature, responsible radio sound that is capturing more Heartland listeners every day. ■ Contact the Christal men for full details.

WDAF 610 on the dial SIGNAL HILL

KANSAS CITY, MO. NBC

A NATIONAL THEATRES STATION

It's a habit...

like watching KMJ-TV in FRESNO (California)

First TV station in Fresno

For example:

FIRST CHOICE OF VIEWERS FOR MATINEE AND EVENING MOVIES. KMJ-TV offers the fabulous MGM library of more than 700 feature films. The KMJ-TV Movie Matinee has 54% more audience than any other weekday movie and the Late Movie is tops for all evening movies.

Data source: ARB four-week survey, Fresno Metropolitan Area Jan. 19 - Feb. 15, 1959.

KMJ-TV . . . first station in The Billion-Dollar Valley of the Bees

THE KATZ AGENCY...NATIONAL REPRESENTATIVE